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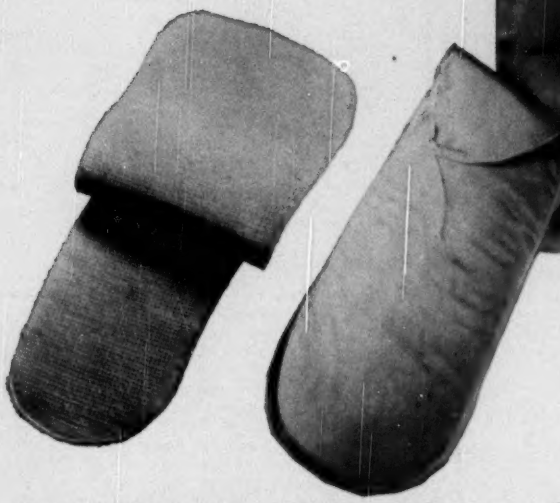

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Starchroom LAUNDRY JOURNAL

ABC

PUBLISHED MONTHLY SINCE 1894

WAYNE WILSON
editor

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READER'S GUIDE

VOL. LVII, No. 6, JUNE 15, 1950

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AN EDITOR'S MEANDERINGS

A CLIPPING came across our desk the other day that made us stop and cogitate—or dream if you prefer. It was a small item telling of the sale and liquidation of one of the oldest laundries in the United States, the Contra Costa of Oakland, California. Without intending it, the item was relating the final chapter of the Metropolitan Laundry Company of San Francisco, onetime owner and operator of two of the largest laundries on the west coast. (The United States was closed and auctioned off piece by piece last year.)

The clipping brought to mind the stories of the origin of the Contra Costa. It was started during the exciting confusion of the California gold rush days. The legend says that in 1851 a man named Davis scrounged a donkey engine from a wrecked vessel in the harbor, hooked it to a crude washing machine, and was in the laundry business. His competition was located in the Hawaiian Islands. The miners and other early settlers had been sending their work by ship to the islands where there was an abundance of labor, sunshine, and rocks. Davis was able to give better service—it took six months for a bundle to make the round trip to Hawaii.

The plant was moved several times, locating at its present site in 1925. Mills College, famous and exclusive west coast school is now where the original Contra Costa started in business. The Oakland Daily Evening Tribune in 1887 carried an article pointing out that this laundry was one of major local businesses, employing at that time "250 virtuous and hard working persons." It also "used the services of 35 horses."

In 1908 a group of local businessmen formed the Metropolitan Laundry Corporation and bought the Contra Costa and the United States Laundry. Later this company hired the dynamic Frank Huebsch, and under his guidance the plants grew and became showplaces of California.

There was a dark cloud in the horizon even then. The San Francisco area was one of the first to become unionized, with the accompanying higher wages. In 1938 STARCHROOM LAUNDRY JOURNAL carried an article describing how $300,000 had just been spent on new equipment and layout of the United States plant so that it would be able to meet the high wages.

Because of their capacity the two plants were taken over by the government during the war to produce laundry service for the armed forces. In 1944 Frank Huebsch died. When the plants were turned back to their owners they faced an insurmountable task of attracting enough volume to operate the plants profitably.

So now, almost 100 years after it was started, the Contra Costa has ceased to be an operating laundry. Its name and business have been sold to three local laundries, the Ambassador, Peerless, and Pioneer. The plant has been shut down and, we hear, it will be sold under the auctioneer's hammer. The end of one of the historic laundries of this country.

—*Wayne Wilson*

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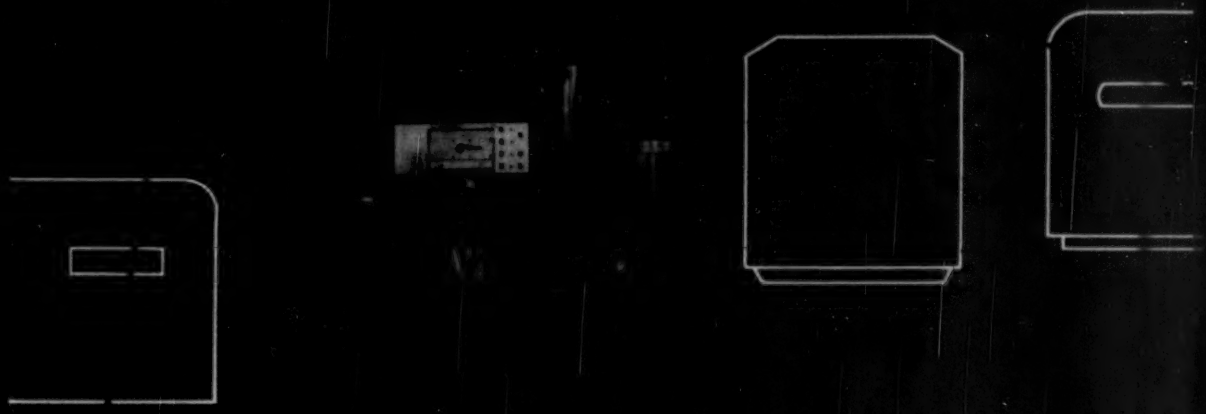
Look at all of them...



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Starchroom Editorial

SUMMERTIME

IT has been traditional for the laundry industry to accept a summer slump in sales as inevitable. This may come from a combination of circumstances, among them being the fact that its organizations are riddled by vacation schedules, that customers are away, and that the weather becomes warm and laundries never were noted as an ideal place to spend the summer months.

Again and again surveys have shown that laundry service's strongest appeal to the housewife is convenience. Of all of the seasons of the year, summer offers the greatest inducement for the housewife to spend her time more pleasantly than by washing and ironing the family laundry. The weather, with its appeal for outdoor activities, is a natural ally of the laundry salesman.

The idea of an intensive campaign for laundry sales in the summer months is not just a theoretical brainstorm. Last summer a laundry located in a metropolitan city near a popular resort area decided to try and do something about their summer sales. The sales manager of this particular laundry had been told that all potential customers were away, that with schools out there was a reduction in the amount of laundry service needed, and that it would be a waste of time and energy to try and buck the age-old trend. But he was determined to go ahead.

Being blessed with an open minded management that was willing to support him with an adequate budget, a campaign was developed for a summer sales push. Display advertising was used to support the routemen's efforts, contests were included in the plans, and the sales department was given the opportunity to see what could be done.

Much to the surprise of the management new business began to come into the plant as a result of the sales effort. Like all good sales promotion projects, the longer the campaign ran, the better were the results. By the time September rolled around, this particular plant was able to show an increase in sales for the summer months. These new customers did not leave the laundry in the fall; in fact, a normal percentage of them are still with this plant. The summer campaign paid off.

Today vacations *are* popular, but most of them are limited to two weeks, not three months. In every locality there are a few fortunate families that spend the entire season at a summer home, but they are a very small segment of the market. The need for laundry service knows no season, and the smart laundry merchandiser takes full advantage of every appeal to sell the service. ●

CONVENTION DATES

DURING the month of May there were at least 13 laundry industry conventions. At one time during the month there were four going on at the same time. This may not seem important to the average laundryowner who has the privilege of attending two or possibly three conventions a year. Unless some one inadvertently picks dates for a state convention that coincide with those of the AIL's annual meeting, he is not bothered about duplicate or overlapping convention dates. This confusion does affect him, however, in that attendance and interest is influenced by too many meetings too close together.

The allied tradesmen and others of us who go to numerous conventions are quite concerned about this problem. The allied men want to support and attend their customers' conventions, but when the dates are as congested as they were last month it is physically impossible. The man who has two or more conventions to attend at the same time can do one of two things; he can attend one and ignore the other, or he can attempt to divide his time between the two, missing part of each. Neither of these choices makes him happy, nor does it improve the disposition of the convention chairman.

What can be done about this situation? For some reason it seems to be customary to hold conventions in the spring or fall, with spring being the more popular. Everyone feels that summer is a poor time; the weather is not conducive to sitting around a convention hall, and vacations interfere. Winter, starting with November, has a number of holidays that must be avoided. Even allowing for these things there are six or seven months, including May, that could be used for conventions.

We realize that it is not always possible to select dates for a convention solely on the desires of the association—there must be a place available for housing the meeting. In most geographical areas there are a limited number of hotels equipped to handle conventions, and the timing depends upon their schedules as much as upon the organization's wishes.

One way to secure the most desirable dates is to plan a year or more ahead. The only trouble with this is that when an organization thinks it has avoided conflict with others, some Johnny-come-lately pops up with the same days.

If the associations desire to have well attended conventions that make a contribution to the industry, thought must be given to the duplication and jamming together of convention dates. Otherwise the meetings will deteriorate to the point where no one will make the effort to attend, with loss of interest in the association as an inevitable result. ●

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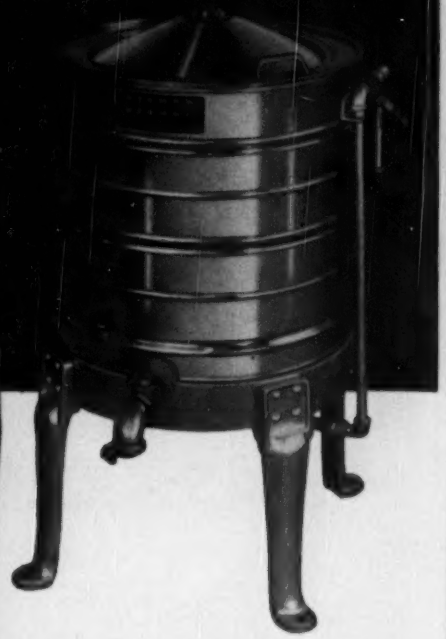

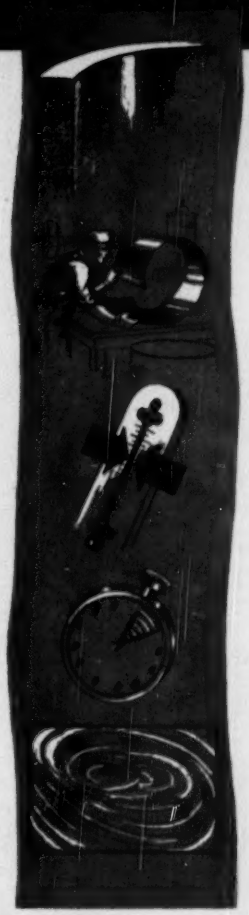

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It Cooks Better

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It's Easier to Produce Beautiful Finishing with Cooked Starch!

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HAMMOND

Proudly presents the

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50 YEARS

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4 ★ FEATURES

1. **NEW SUPER FLEXIBLE RUBBER MOUNTINGS:** Specially designed to allow the basket to develop speed (1700 RPM on 17" Model) immediately without strain on the motor, bearings and mountings. This new mounting allows the basket to spin in even balance without vibration. Rubber mountings completely isolated from oil or grease.

2. **AUTOMATIC BRAKE:** An entirely new magnetic brake, which replaces conventional foot brake, is geared to the driving mechanism. The brake is released when the current is turned on by the single control lever and is automatically applied when motor current is turned off. This rugged new brake stops the basket without strain on the motor and is a marvel of positive smoothness.

3. **NEW SAFETY LOCKING LID:** This new lock positively prevents the lid from being opened while the basket is in motion and prevents the machine from starting until the lid is closed and locked. Every phase of the extractor operation is governed by a single lever switch which protrudes over the lid. These safety features meet every State safety requirement.

4. **SEALED BALL BEARINGS:** The extractor basket and motor operate on sealed bearings, completely encased in packed lubricant which eliminates the necessity of oiling or lubricating for years. The sealed bearings also prevent harmful oil and grease from reaching the rubber mountings.

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- Automatically controlled by single lever switch that locks lid and releases or applies brake automatically.
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Everyone liked my earlier Extractors because *they did the job. But you will be* amazed with the WIZARD. Every new development possible has been included in this new machine, and I believe that it's the finest on the market. Just write, wire or phone me in Waco and we will send you complete information about this new machine. Don't wait—do it today. YES! we will take your old machines in trade.

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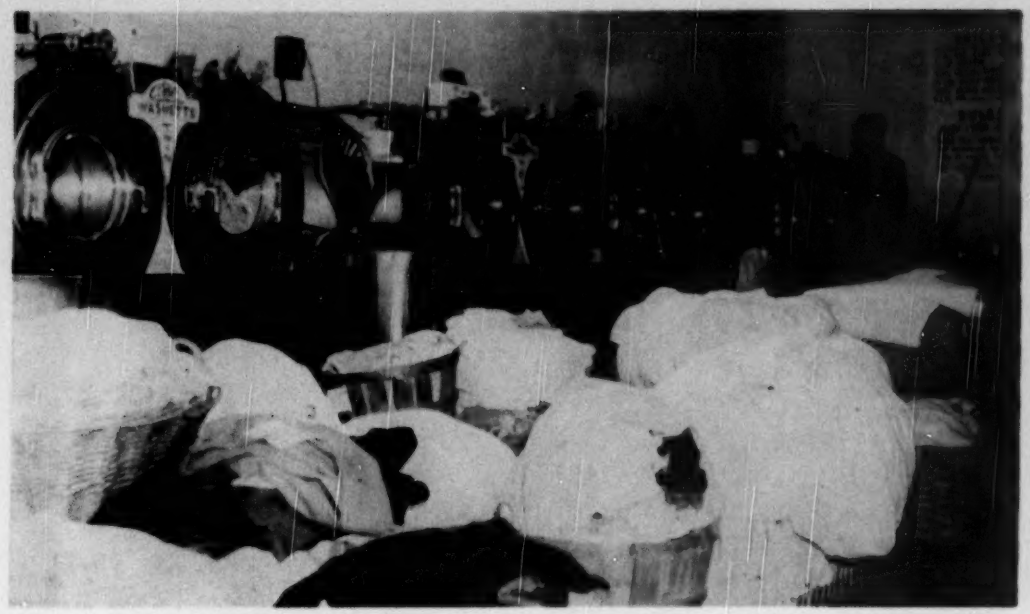


Bundles waiting to be washed. The customer may leave them and pick them up later or, if she is in a hurry, her bundle will be put in ahead of the bundles left to be done. Notice that these are all good-size bundles

A *Self-Service* LAUNDRY

By Public Acceptance, Patronage of Small Plant Expands to 800 Customers Each Week

By WAYNE WILSON

MOST members of the laundry industry have treated the self-service laundries as unwanted stepchildren that cannot possibly amount to anything. By ignoring their existence they seem to hope that they will evaporate like a bad dream. In the meantime, not realizing that their parents consider them economic accidents, self-service laundries have prospered and grown until today it is reliably estimated that there are between 7,500 and 8,000 of these stores in the United States. Some authorities place the average weekly sales for each of these at $300.

They have sprung up in every section of the country. Although they have been least successful in the Northeast and Northwest states, they have made up for this in the metropolitan cities and south of the Mason-Dixon line. There is something about the southern climate that causes them to sprout and prosper. One of the lustiest of these is in Dallas, Texas. Everything the Texans do must be either the largest or the best, or both. This self-service could enter in both of these classes.

The enterprise was started by J. R. McGraw under the name of McGraw's Washeteria. McGraw sold it to R. E. White within the last few months, and now it is known as White's Automatic Laundry.

At the time McGraw was getting under way, the local commercial laundries were emerging from that nightmare period of too much work and too few employees. Dallas had almost doubled its population from 376,000 in 1940 (metropolitan area) to an estimated 600,000 in 1950. The total commercial laundry capacity had been augmented during this ten-year period by one medium-sized new plant, plus the modernization of several of the already established laundries. Therefore it is reasonable to assume that while the population of Dallas was growing 70 percent, the laundries' ability to handle tonnage was growing no more than 25 to 30 percent.

A recent count of self-service laundries in Dallas, revealed more than 135 of them listed in the local telephone book.

The history and development of this particular plant are interesting. Starting out just like hundreds of other typical self-service laundries, it was equipped with 30 automatic domestic washing machines, with plans to add 22 more if business warranted the additional investment.

McGraw had had no experience in the laundry business but decided, upon investigation, that this new type

of enterprise appeared to be a good way to make money. He had no idea that numerous conventional laundry-owners were sure that these stores were just a flash in the pan and a poor investment. He hadn't heard that, compared to laundry washing, the quality of wash he was going to produce wouldn't be acceptable. He went blissfully on his way to a successful career.

His location was in the northwest section of Dallas, adjacent to hundreds of new small homes and near University Park, an exclusive suburb of this Texas city. His immediate neighbors were the usual stores of a small shopping center—a drug store, a grocery store, barber shop, and one or two other stores.

From the beginning this self-service laundry was popular. Of course its business hours may have had some bearing upon its growth. The store was opened at 7 A.M. every morning but Sunday. On Monday, Wednesday and Friday it stayed open until 9 P.M.—long after all laundry trucks were back in their garages. The other two days, Tuesday and Thursday, it closed at 6 P.M., and on Saturday it closed at noon. This gave the proprietor a day and a half for himself after a 69-hour week.

Another aid to success seems to have been the quick service. A customer could get her bundle within an hour from the time she brought it in. McGraw, still in ignorance, did not know that laundry service should only be available from eight to five, and should take from four to seven days to get out. Apparently the customers did not know these facts either because they took advantage of the opportunity for speedy service at hours convenient for them.

By coincidence it happened that in the same city, Dallas, there was a small manufacturer of open-end laundry washers. He had been in business but a short time and his sales to the laundry industry were not phenomenal. In an attempt to find a product that would sell more readily he experimented with hooking two parallel washers on one frame, making a kind of a two-pocket open-end washer. After being unable to get laundries to try his new machine he persuaded Mr. McGraw to include one in his battery of washers.

It was a success from the beginning. The store owner did some selling of this new equipment at first, but after the housewives tried it once they wanted no part of the domestic machines. Gradually more and more of the new machines were added until today there are nine pairs of these washers and only six of the domestic ones left in the store.

With the introduction of the new washers the procedure within the store had to be changed. The customer is no longer permitted to operate the machine. She may load it, but then she doesn't touch the machine or the clothes until they are back in her basket or bag. She can buy one of two services—damp wash or all dried. The latter consists of putting the entire bundle in a tumbler and drying it. During the winter months or bad weather over 80 percent of the customers have their work dried. When it is warm and sunny they prefer it damp, only 40 percent having their laundry dried.

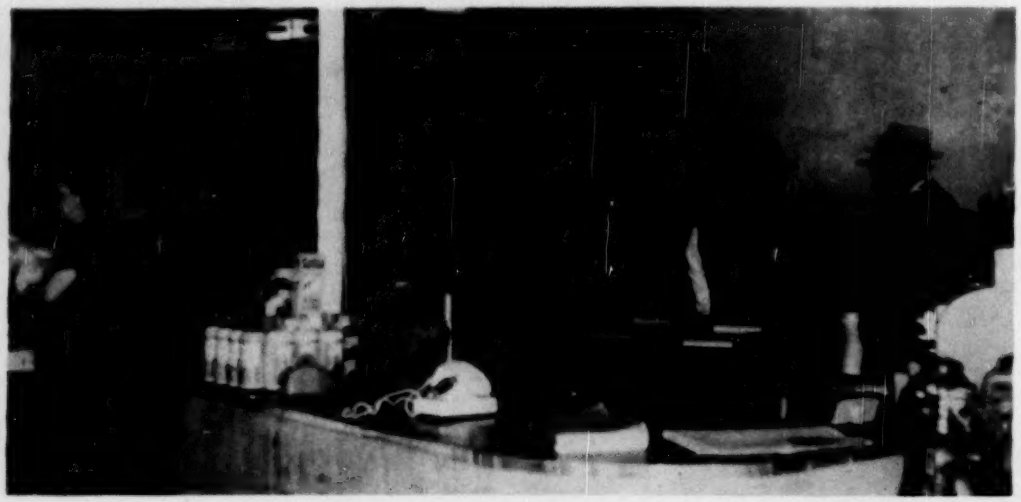
If the housewife wants her husband's shirts done, she may leave them with White's where they will be sent out and done professionally. About 100 customers use this service each week.

The prices at this washeteria are slightly higher than at most self-service laundry stores. The minimum is 30 cents for six pounds of washing, and a straight five cents for each pound above six. The charge for drying is a minimum of 25 cents for 10 pounds, and two and a half cents for each pound above the minimum. To have a 15-pound bundle washed and dried would cost the customer $1.13.

According to the new owner, there are over 800 customers a week who use White's laundry to solve their laundry problem. Some of these people own washing machines at home, but still prefer to bring their work to the store. Some have been commercial laundry customers, but for one reason or another prefer the self-service.

Self-service laundries may not have hurt the laundry business, but no one can deny that there would be a lot more work in the laundry plants if they had the tonnage that is being done in self-service laundry stores. Granted, almost any local paper carries lists of these stores that are for sale, but even if they have new owners every week, the customers still use the service and, in too many cases, do not send the work to the commercial laundry. ●

This small counter is the "business office" of the washeteria. There are a total of six employees on the payroll



Left: Interior of new Empire State store. Note brick wall at lower left has openings for recessed radiator. Flowering plants behind window are used to dress up the appearance. Term "hand laundry" is frequently used in New York and implies a promise of extra care to garments rather than a direct reference to the type of equipment used

Below: Lower line of slits in back partition are handles for panels which swing down and provide access to hampers for soiled work. Cash register and phones at end of counter are screened behind mahogany partition which extends from counter to ceiling of the store

Beauty PLUS *Utility*

Handsome Cash and Carry Office Reflects Application of Modern Design Techniques

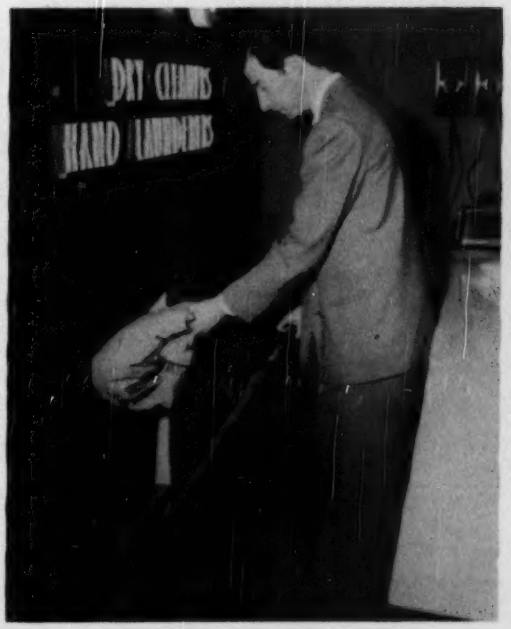
By JOHN J. DUNN

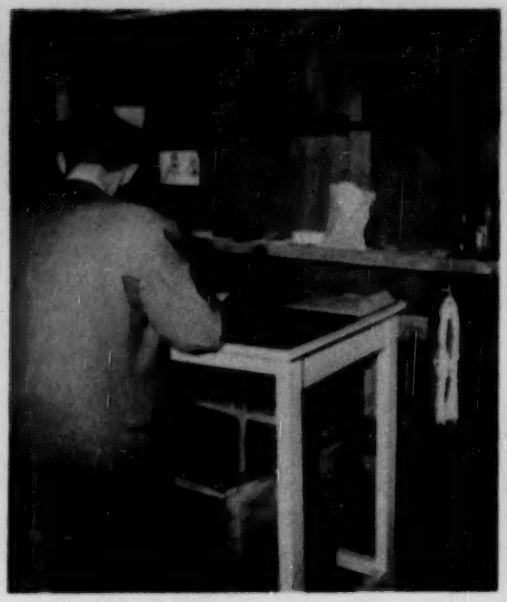
WHEN Hymie Mitkowsky of the Empire State Laundry, New York City, decided to establish a branch store catering to a wealthy clientele in the neighborhood of upper Madison Avenue, he hired one of the best architects he could find. The result is a store that blends beauty and utility in the modern manner.

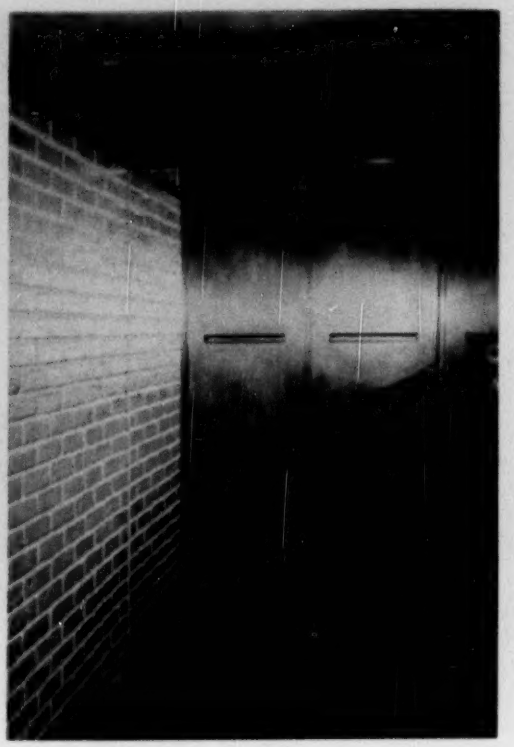
This achievement, the blending of beauty and utility, is the primary goal of all good modern design. Various architects may adopt different methods to approach their ideal; but since there is agreement in intent, there tends to be a basic similarity in final results. To a large degree the new Empire State store reflects many of these principles which architects are beginning to build into retail outlets of all types.

The use of plate glass, set-back fronts is a development which has been apparent, of course, for a number of years. As is the case at Empire State, the window area is usually supplemented with a glass door and clear panel above the entrance. The purpose of this design is to "bring the street into the store." The unbroken line between the inside and outside of Mr. Mitkowsky's new office is established by carrying the side wall out beyond the entrance to form the short wall of the set-back. In "open" fronts of this type no provision can be made for elaborate window displays and pedestrian advertising is usually confined to a single poster or several small signs. Actually the entire interior of the store is treated as a gigantic window display.

In designing interiors which are fully visible from





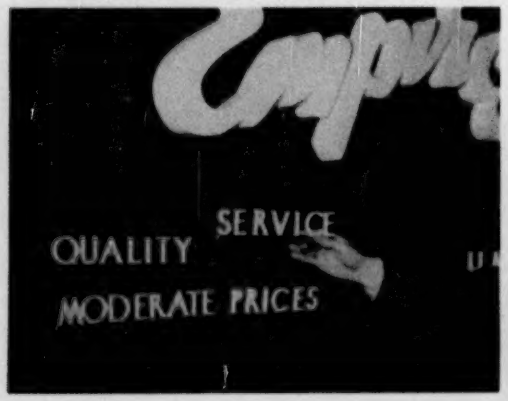


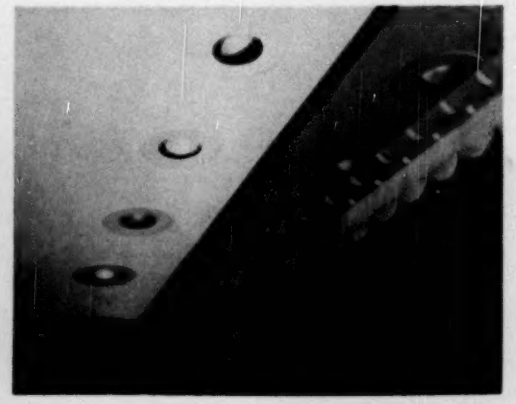
Above: Clutter of marking department is hidden in back of store behind partition. Note lower panels which open under identification table are held by pneumatic door checks. Slits higher on partition allow marker to see into store while one-way mirrors set in slits prevent visibility from store side. Right: Section of mirror at point where brick side wall meets partition gives the illusion that wall continues on beyond the partition. Note dropped ceiling at top ends in front of partition, thus providing ventilation to rear part of the store area

the street, laundrymen and their architects have been fairly conscious of the value of contrasting colors. During the last few years they have revealed a growing appreciation of the possibilities in employing contrasting textures. At the Empire State store, for example, one side wall is composed almost entirely of white painted brick. The opposite wall is covered with a specially treated burlap material which is painted a rich red. The front of the counter, the screen in front of the cash register and the entire rear partition is ⅞-inch mahogany paneling. The final effect is an attractive and unusual blending in both textures and color between brick, fabric and wood.

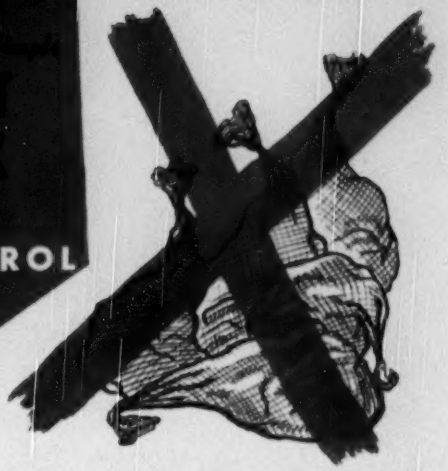
The general plan and treatment of Mr. Mitkowsky's new store is well to the front of current developments in store design. In specific details the Empire State office has several features which may be a step or two in advance of present trends. Most of these particular features are covered in the accompanying photographs. ●

Below Left: Individual letters of signs on partition are set in troughs and may be changed. Entire trough fixture itself may be removed to facilitate cleaning. Below Right: Lighting fixtures recessed in ceiling near front window are set on goosenecks and may be adjusted to shine on any desired spot. Fluorescent tubes are provided on either side of counter and hidden spotlights illuminate signs at rear





NO MORE INDIVIDUAL NETS for FLATWORK RE-WASH!



EXACTO FLATWORK RE-WASH CONTROL TICKET

If....

1. If You Aren't Pulling ALL Flatwork Re-wash Pieces That You Feel You Should . . .
2. If You Don't Like Getting Less Than Full Coverage on the Apron With Individual Nets . . .
3. If You're Disturbed Because You're Not Getting the Correct Pieces into the proper waiting bundles . . .
4. If You Don't Like the Needless Step-&-Go on your Ironer . . .
5. If You Don't Like Apron Cost . . .
6. If You Want to Overcome the Confusion of 20 Bundles with 20 Pieces . . .

Then EXACTO Flatwork Re-Wash Control Tickets ARE *Your Answer!*

BECAUSE: **You Can Deliver the best quality with these SEVEN SIMPLE STEPS**

1. Use Exacto Re-Wash Control Tickets
2. If one piece is pulled for re-wash, take a one-piece tag for the pulled piece and the waiting bundle (the last digit on the tag number determines number of pieces) The same is true of 2's - 3's - 4's, etc.).
3. The automatic count EXACTO Re-wash Control Ticket folds over the fabric. Each ticket is designed and numbered so that it can be read from either side REGARDLESS OF FOLD.
4. Staple re-wash tag on pulled piece and then staple waiting bundle with corresponding number as described in step 2.
5. Note that any given number of pieces during a specific period is netted and re-washed as SINGLE OPERATION.
6. All pieces washed during the above operation are passed through the ironer as one bundle.
7. Note that all Exacto Flatwork Re-Wash Control Tickets are a perfect means of identification and that perfect checkout is an absolute reality. Every piece is routed automatically to its waiting bundle.

Perfection Products Co.
[illegible] SOUTH [illegible] OAK PARK, ILL.

Try It - At Our Expense
REWASH KIT

We are confident that once you've examined the EXACTO RE-WASH KIT, you'll want to make it a permanent fixture. We'll send you a complete kit postpaid. Each kit contains sufficient tickets to handle 4,000 re-wash pieces.

Send for it today! Each kit complete with fool-proof instructions. Tickets can be in operation in your plant within 30 minutes after their receipt.

Ask us to send you a kit today. Price..... **$7.50**

GUARANTEED TO SATISFY YOU— Or Your Money Refunded IMMEDIATELY!

Scores of Plants Are Already Benefitting From the Use of These Tickets. Ask Us Who?

Laundryowners said YES...

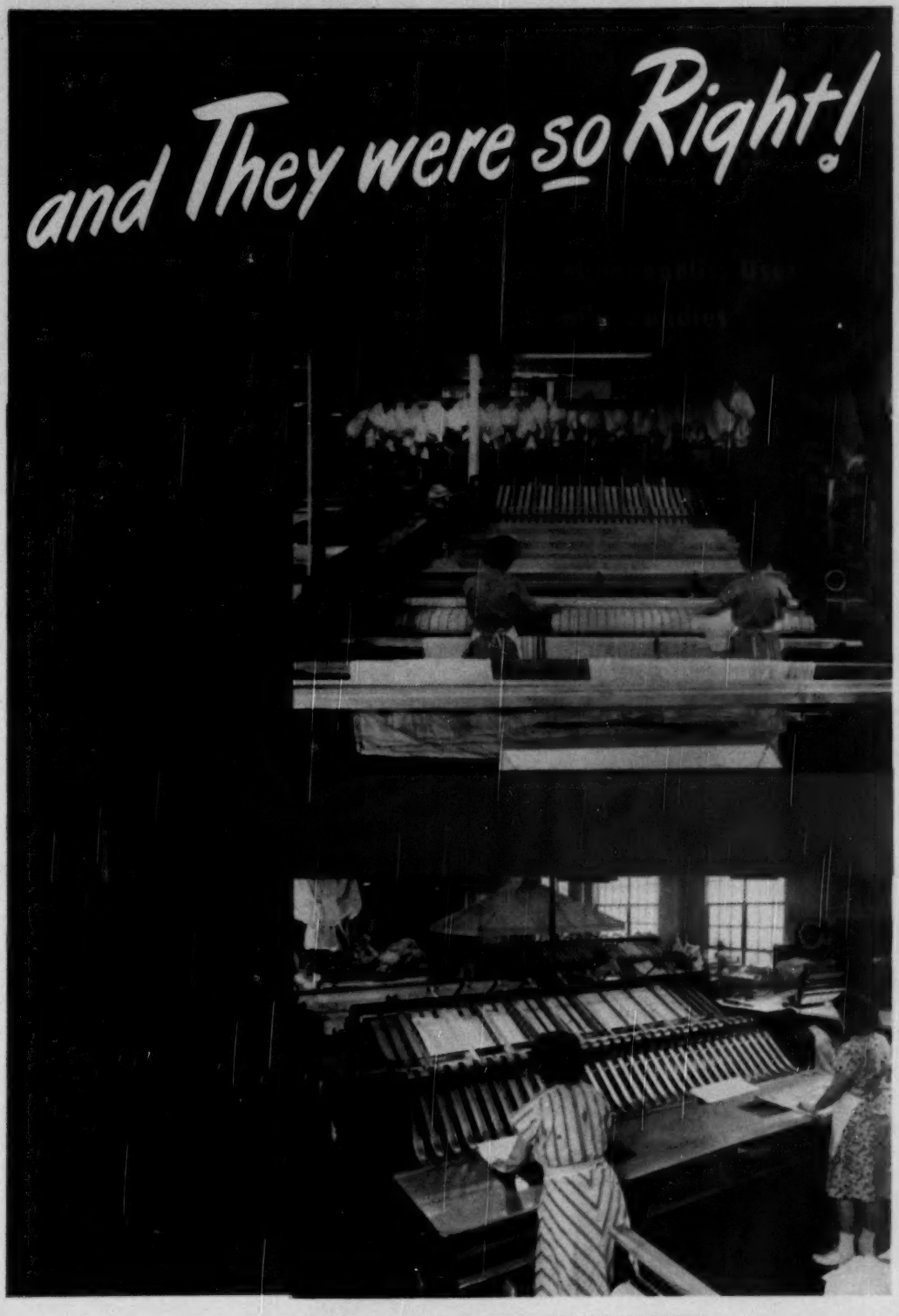
The TRUMATIC Folder was invented to mechanically fold large flat pieces from fully identified family bundles, and large pieces of bulk flatwork. Hundreds of TRUMATICS were installed and are doing a remarkable job of labor saving, plus improved quality.

Laundryowners using the net and pin system eyed TRUMATIC and became convinced that it could quickly pay off its investment cost in their plants, too. We said "No", TRUMATIC wasn't practical for individual family bundles. But, net system plantowners insisted it was.

How right they were! For today, a constantly increasing number of net system plants are using TRUMATIC for individual family bundles, with phenomenal success. Some report production as high as *70 lbs. per operator per hour average* — labor costs cut 25%. Yes, such savings certainly justify the investment for TRUMATIC.

Get on the Bandwagon for Big Savings on individual family bundle flatwork with the TRUMATIC Folder. Write today for full particulars.

The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO


and They were so Right!

Arthur Anderson addressing students at Lowell Textile Institute on laundry industry's problem with unserviceable fabrics and dyes

Education FOR THE FUTURE

Massachusetts Groups Sponsor Laundering Lectures for Textile Institute Students

By JOHN J. DUNN

ALL efforts to impress manufacturers with laundry problems resulting from unserviceable fabrics and dyes may be considered as part of a general campaign which is being pursued on a number of fronts. One of the latest and most significant of these movements has been organized through the cooperation of the Massachusetts Laundryowners' Association, AIL, Lowell Textile Institute and the American Conditioning House. Here the laundry story is being presented to the students who someday will hold key positions in the management offices and research laboratories of textile mills in all parts of the country.

Vittoria Rosatto, professor in charge of the department of design and weaving, introduced a proposal last year for permitting laundry and drycleaning representatives to lecture before students at the Lowell, Massachusetts, school. The laundry presentation in 1949 consisted only of an elective assembly and it wasn't until April of this year that the industry was represented in a series of two-hour lectures scheduled during prescribed class room periods. Gordon L. Rayner, manager of the Massachusetts Laundryowners' Association, worked out the program with the American Conditioning House, a Boston research organization devoted to textile, detergent and laundry problems.

Below: Representing the groups sponsoring the program at the school are, left to right: Vittoria Rosatto, professor in charge of department of design and weaving; Gordon L. Rayner, manager, Massachusetts Laundryowners Association; and Arthur Anderson, American Conditioning House

Your customers will see...
and feel the difference!

• **DREW WASHROOM DETERGENTS** not only clean . . . they protect fabrics from harsh mechanical and chemical action. In fact, Drew Washroom Detergents will give garments such a soft, smooth, lustrous finish that your customers can actually feel the difference!

Drew Washroom Detergents give exceptional cleaning action even at low concentrations . . . rinse freely and completely in cool or even cold water . . . are safer, quicker, more economical to use! They are "oil-conditioned" with selected vegetable oils that insulate and preserve fabrics!

BREAKSYN — the perfect balance of oil conditioned alkali, soap and synthetic. High pH for the first operation.

BUFF — oil-conditioned soap builder and high pH Detergent that gives soap more "kick." Less than 2% moisture!

NAPTHOLE — oil-conditioned, medium high pH builder that wets-out instantly and completely.

NAPSO 22 — the perfect vegetable oil built soap for washing colors at low temperatures.

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PRODUCTS by WILSON

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Distinctive Spotter Removes Marking Ink, Oxidized Oil and Grease, Lipstick, Nail Polish, Tar, Pitch, Paint, Aeroplane Dope, etc.

When other spotters fail, try Targo!

ColorGo

A good powder-stripper for removing dye stains, also silver nitrate, iodine, etc. Used in combination with InkGo in bleaching rayons, etc.

InkGo

Liquid Oxidizing Agent—Removes Oxidizable Dyes, Bleaches Pure Silk and other sheer fabrics. Removes base of Marking Ink. Removes Writing Ink, Indelible Pencil, Mildew, Scorch, etc.

YellowGo

The Stripper everybody likes removes Yellow, Red, Green and Purple Dye Stains, etc. Removes one dye from another. Also Red Clay, Match and Metal Stains, etc.

RustGo

The 20 oz. RustGo container with old fashioned hard rubber spout and cap offers you maximum amount of rust removing agent for convenient application.

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The last word in Stripping and Spotting Agents
38 PASSAIC AVENUE, KEARNY, N. J.

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DELIVERED *at About* ½ THE COST *of an Equal Size* METAL WASHER

36" x 54" (SIZE ILLUSTRATED)
All Other Sizes Available

THE WESTERN *Metal-Clad*

Here's a modern laundry washer that makes good investment sense today . . . It's WESTERN-Built and incorporates the latest operating features and safety devices. The design gives you the economy of wood construction fortified with stainless steel and brass in cylinder and shell. You get the overall economy of wood but the *Serviceability of Metal in the Vital Wearing Areas.*

The production capacity — the profits you realize takes only about ½ the investment cost of the same size all metal washer. If it's more profit on investment you want—if it's increased capacity you need—send for full details.

Western *Laundry Machinery Company*

Manufacturers of Western Dry Cleaning Washers, Extractors & Laundry Washers

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Send full details today on The Western Metal-Clad Washers

☐ Laundry ☐ Dry Cleaning Size.....

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H. J. Wollner, president of the firm, assigned Arthur Anderson to the preparation and presentation of the talks.

Mr. Anderson conducted a two-hour class which opened with the showing of the AIL film, "National Partnership." In the lecture the speaker detailed the laundry industry's efforts to obtain more serviceable fabrics and explained the standard procedures used by most plants for reconditioning launderable items. Presented on three occasions to three different groups, the lectures reached about 250 students in their third or fourth year at the Institute. Copies of "The AIL Member" and technical bulletins dealing with textile testing and analysis were provided by the American Institute of Laundering and distributed to members of the class.

During the week previous to the lectures, a voluntary assembly was scheduled for the showing of the Procter & Gamble film, "Leave Less to Luck." Some indication of the students' interest in laundering problems may be judged from the fact that some 200 men sacrificed part of their limited free time to attend.

The presentation for the drycleaning industry was made by Dr. Dorothy S. Lyle, staff member of the National Institute of Cleaning and Dyeing in Silver Spring, Maryland. Dr. Lyle appeared at the Lowell school twice during the month of February and on each occasion conducted a two-hour demonstration for three groups of students. The speaker illustrated her points with a display of garments and household pieces damaged by ordinary cleaning procedures.

Lowell Textile Institute, the scene of the laundry and drycleaning lectures, is a school which was organized in 1897 as a private institution devoted to training in the textile and allied manufacturing fields. With the discontinuance of state aid to private schools in 1918, the property of L. T. I. was transferred to the Commonwealth of Massachusetts. The four-year undergraduate school leads to a bachelor's degree and a master's degree is offered to qualified candidates in the graduate school. The Institute includes about 625 full-time students. The addition of evening class students, who are not working toward a degree, brings the school's complete enrollment to about 2,500.

"Oh, forget it, Hubert. Uncle John might have been joking when he said he was going to will you his laundry."

Pupils are drawn from all parts of the United States and from a number of foreign countries. With the completion of the course the employment destinations of the graduates are almost as wide as the origins of the incoming freshmen. The curriculum is unusually strict both in scholarship requirements and in number of hours devoted to lecture and laboratory. Graduates employed by the textile industry are generally regarded as potential candidates for key management jobs.

Since any educational campaign is a long-range project, the actual effects of the Lowell lectures may not be felt for a number of years. No one, however, can deny the importance of presenting the laundry story to the people who eventually will control the nation's textile industry. If it is possible to realize present plans for continuing and expanding the Lowell program, subsequent presentations may go far beyond the first steps which were made this year. Whatever the plan's future progress—and it should be forward—the Massachusetts laundrymen must be commended for their leadership in initiating a project aimed to the general betterment of the laundry industry as a whole. ●

FIRST MEETING OF SHIRT COMMITTEE

ACTION has been renewed on the common problems of shirt manufacturers and laundryowners. Following the panel discussion held in New York, September 20 (See SLJ, Nov. 1949), it was suggested that a committee be appointed by the two industries to explore the mutual problems of the two businesses and to study possible solutions. Following that suggestion three laundryowners and three shirt manufacturers were appointed. On March 29, this committee held its first meeting at the McAlpin Hotel, New York City.

The laundry industry was represented by Russell Van Tatenhove, Little Falls Laundry, Little Falls, N. J., and Louis Haviland, Morey LaRue Laundry, Elizabeth, N. J. Mr. Haviland was substituting for Herbert B. Koth, of the same plant, who was unable to attend. Sol Cashman, Cashman Laundry, New York, N. Y., could not be present at this meeting.

The shirt manufacturers present were Herman Baskind, Baskin Shirt Co., I. Ganov, Ganov Shirt Co., and A. J. Krakow, Krakow Shirt Co., all of New York. Observers from the AIL were George Johnson, Ward Gill, Frank Onorati, Robert Mauer and Frank Celona. The Shirt, Pajama and Sportswear Association was represented by Max J. Lovell and Louis Rosenweig.

George Johnson opened the meeting by offering a list of subjects that appeared to be possible areas of discussion, but it was decided to confine this meeting to organizing the committee and the exploration of the zones of common interest.

Max Lovell suggested that all problems, regardless of who is to blame, be considered as a common or mutual question. After considerable conversation and get-acquainted discussion, Mr. Lovell suggested that a steering committee of Frank Onorati, himself, and Wayne Wilson, editor, STARCHROOM LAUNDRY JOURNAL, be set up to plan the organizing of the committee and suggested sub-committees. His move was adopted.

As a result of this committee meeting the New York daily papers ran stories describing this step of two industries getting together to better serve the public.

The time and place of the next full committee meeting has not been determined. ●

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STAD-SPUN-D PRESS COVERS

A New Nylon Press Cover That's Ideal For Dry Cleaning Presses! Soft as a handkerchief! Rugged as a tent! 100% Nylon—Specially Treated! High Porosity! Very Closely woven to insure a beautiful finish! Leaves no imprint on even the most delicate fabrics! Long lasting! Unconditionally Guaranteed 3 Full Months on Dry Cleaning Presses! Prevents slipping and shifting! Eliminates labor loss and bother of frequent changing! Reduces shine! **ALSO FINE FOR LAUNDRY PRESSES!!**

STAD-SPUN PRESS COVERS

Made of SPUN NYLON specially treated to insure longer wear. Non-Slip surface guarantees better production and a finer finish. Produced in volume, permitting best possible prices. Made to fit every style and model of shirt and wearing apparel press.

STAD-TEX PRESS COVERS

A specially treated Nylon cloth for covering presses. Made of all-filament nylon yarn treated by an exclusive Stadham process which increases heat and abrasion resistance. Recommended for all presses on which all-filament nylon cloth is used satisfactorily. Especially recommended where slickness helps production, such as yoke and sleeve presses.

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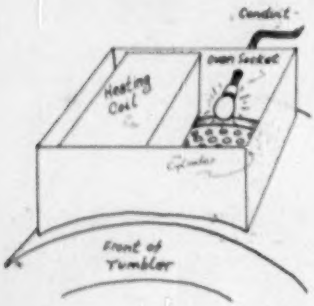
Rhapsody in Bellew

Tumbler Light

Most mix-ups at the tumblers seem to be caused by socks and other small articles which remain hidden behind the tumbler ribs. Most plants neglect to sufficiently light the area where the tumblers are, and even where there is plenty of light around these machines, the worker's body will probably block off most of the light that would normally enter the tumbler.

I recently ran across an operator who was experimenting with a circular sheet of Scotch-Lite, the preparation they use to reflect auto lights on the new type highway signs. This material is made up of thousands of little glass beads, as near as I can find out, and reflects a lot of the outside light when the tumbler doors are open. The only trouble is that the adhesive used to stick it to the back of the cylinder wall won't stand the heat. Further experimenting will be necessary before it's foolproof.

Perhaps the most practical idea, from the laundry operator point of view, comes from Art Howe in Muscatine, Iowa. Art called in a local electrician and explained his need for lighted tumblers. The



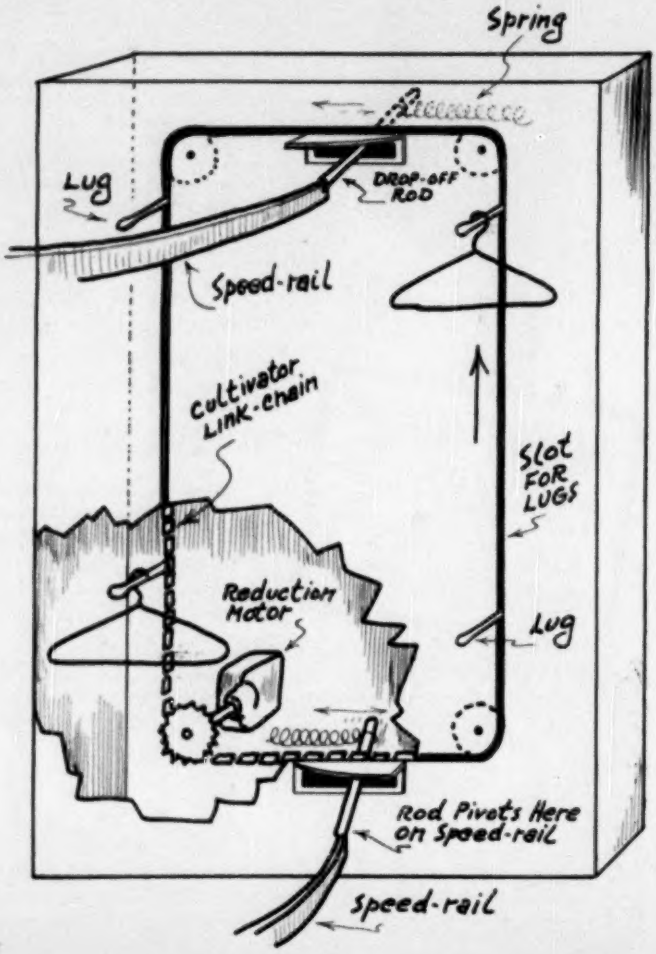
electrician simply bored a hole through the metal shell of the heating unit on the back side, ran one end of a piece of conduit through the hole, and attached an ordinary oven light in the space where the heated air is drawn into the tumbler.

Light from what they call a "hard-surface oven light," made especially for high temperatures, shines through the holes in the tumbler cylinder, and really lights up the interior.

The bulbs can easily be replaced by reaching up through the shaft from the inside. Take a flashlight sometime and look inside your own tumbler. You'll see how easy it would be to install your own lights. The system works in both single and double coil tumblers. ●

Vertical Conveyor

The Dutch Cleaners, in Omaha, Nebraska, are using a distinctly different conveyor for moving garments from the second to the first floor of the plant. This was a heck of a thing to illustrate, but it's not too complicated once you get the main idea. What looks like a big thin neck-tie box comes down out of the ceiling of the first floor. It's about a foot thick and about five



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QUADRAFOS* aids in faster, more thorough washing action

Add QUADRAFOS to your formula and you've a "task force" that makes short, easy work of your toughest washing jobs. No matter how hard the water, QUADRAFOS softens it without precipitation . . . loosens the tightest-gripping grease and soil particles, breaks them up and holds them in suspension for thorough rinsing . . . leaving no scummy residue to regather on materials or equipment. Learn how this powerful dispersive action of QUADRAFOS teams up with soap and alkali for whiter bundles — and maximum customer-satisfaction. Use the coupon for quick facts.

softens water without precipitation . . . deflocculates . . . redissolves precipitates . . . promotes free rinsing

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Please send me more information about QUADRAFOS in the laundry. I'm particularly interested in:

- ☐ Preventing insoluble soap precipitates
- ☐ Restoring softness to "boardy" fabrics
- ☐ Improving whiteness
- ☐ Better sudsing with less soap
- ☐ Saving water and time on rinsing
- ☐ Reducing bleach
- ☐ Greater absorbency for diaper work
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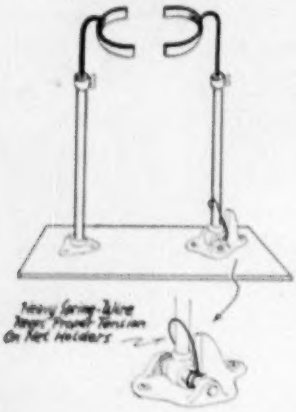
feet wide, with a slot forming a big square in the center on one side. Out of the slot, at intervals, protrude slender, finger-like pieces of metal, with small round knobs on the protruding ends. These metal fingers are the garment holders, and are really lugs on an old link chain off a cultivator. The four sprockets, drive, and belting are completely housed. The chain moves in just the one direction, and garments can be returned without interfering with the downcoming pieces.

Removal of garments is automatic at the top or bottom of the conveyor. As the arm bearing the hangered garment moves across the top or bottom of the conveyor, a triangular metal plate slides the hanger out off the arm. The speed-rail receiving the garment has a short end rod pivoted to the speed-rail. This rod fits through the slot under the triangular metal plate that just clears the link belt arms. A spring holds the hidden end of this rod towards the small end of the triangular plate until the approaching hanger presses against the rod and pushes it along until the plate slides the hanger off the belt arm and onto the slick rail end, which is right there to receive it. ●

Still More Net Holders

Here's another idea for a net holding device, something you'd seldom see except on a farm. It's a regular feed sack holder made



commercially for farm sale. It was in Omaha I first saw one used in a plant, and it did a good job with nets. By using thumbscrews it could be adjusted for height by raising or lowering the heavy rods which supported the half-circle bands around which you fastened the net. Tension enough to hold the net in position was provided by a heavy spring at the base of one of the uprights, which was constructed so that it rocked back and forth on the base. Thus the device could hold any size net or bag. ●

Motor Support

Here's one that may be as old as the hills, but I had never noticed it before until I saw it in a central Illinois laundry. The fellow had just thrown out his old steam engine and wanted to motorize his line shaft.

The place for the motor was up on the wall at the end of the much shorter line shaft, but rather than put complete faith in a wall bracket, he played it safe. He constructed a very simple, but very strong, four-legged support out of two-inch angle iron. Topped by a metal plate as a solid base for the motor, the whole thing stands only about two feet from, and is bolted to, the wall. The space inside the support isn't wasted either. It's a handy storage space for supplies. ●

Waterproof Matches

Here's an idea for the fishermen in the crowd. Naturally it's no good for me on account I've still got me issue Zippo, which runs out of fuel every time fishing gets real good. You can guess this has to do with matches.

To keep any match dry, I'm told, you should coat it with lacquer, although finger nail polish is probably easier to get hold of at 3 o'clock in the morning while you're waiting for the coffee to boil. (Might just as well make the little woman *really* mad.)

When you're ready to strike it (the match, not the little woman) scrape a little of the lacquer off, and then strike it. Works as well with book matches, but don't forget to lacquer the striking surface, too. ●

For Faster Floor Painting

A friend of mine in the garage business just got through painting the floor of his place, and I learned something that might come in

handy in case you ever decide to paint your floors . . . if they're concrete, that is.

This guy had the help putting the stuff on with a couple of those floor-waxer brushes, and they did a swell job in about a tenth the time it used to take. The only thing they had to watch was not to dip into the paint any deeper than the thickness of the pad on the bottom of the brush, because then it was extra work to smooth the paint out to keep from making a puddle. ●

Top performance for tough jobs!

Chevrolet P•L Truck performance consists of many things. There is Chevrolet design—brilliant and functional—design with a purpose. There is Chevrolet construction—sturdy and dependable—for lasting usefulness.

And there is Chevrolet power—power to deliver the goods—more power than Chevrolet trucks ever had before. Two great valve-in-head engines—the Load-Master 105 h.p. and the Thrift-Master 92 h.p.—make these the most powerful Chevrolet trucks ever built.

These new P•L models are far ahead in features, too; yet they cost surprisingly little to buy, to operate, to maintain. And that adds up to value—the kind of outstanding value that year after year makes Chevrolet America's fastest selling truck.

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LEADING WITH ALL THESE PLUS FEATURES:

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Chevrolet trucks outsell all others. In every postwar year truck users have bought more Chevrolets than any other make—*proof* of the owner satisfaction they have earned throughout the years.

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The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

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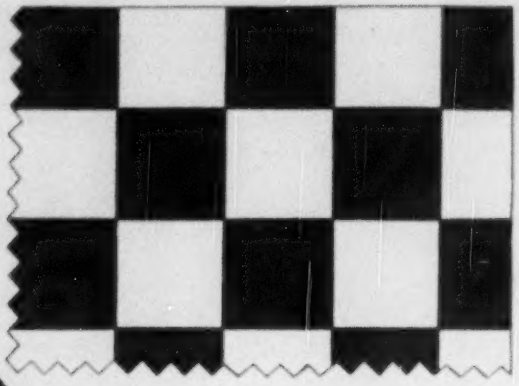
P*rice L*eaders

From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value, all add up to the lowest price for you.

CHEVROLET

COLORS sparkle with



COLOR-SPARK

...the specialized Wyandotte product for washing colored work

Here is a soap saver you'll want to get acquainted with — soon! It's the new, improved Color-Spark* — a unique detergent designed for use in the break, *without* soap, in the washing of colored work.

New Color-Spark contains both organic and inorganic compounds which work together to loosen and suspend soil—absorb loose dyes to keep them from redepositing. It leaves all washable colored fabrics clean, clear and soft to the touch.

The wetting and detergent action of Color-Spark are such that this completely balanced product is highly effective in the break operation on heavily soiled family or linen supply work. Its thorough action in the break cuts soap consumption in following operations.

You'll find that Wyandotte Color-Spark will help you produce *more* at *less* cost. You'll find, too, that it works well in combination with Wyandotte laundry alkalies for washing heavily soiled work.

For details—and a demonstration—simply call your nearest Wyandotte Representative. He's always at your service.

*Reg. U. S. Pat. Off.

WYANDOTTE CHEMICALS CORPORATION
WYANDOTTE, MICHIGAN • SERVICE REPRESENTATIVES IN 88 CITIES

Wyandotte
REG. U. S. PAT. OFF.

RESILLO'S NEW FLAMONEL (MONEL-FLANNEL) PADS ARE YOUR ANSWER!!!

1

Shows FLAMONEL Pads installed over a Resillo Press Pad in good condition before tying down the asbestos cover.

2

Shows asbestos cover firmly tied over FLAMONEL Pad and RESILLO PRESS PAD. Press is now permanently padded and requires no further changes except of cover cloth when needed.

CUT LABOR COSTS! SPEED UP PRODUCTION! IMPROVE QUALITY!

The new Resillo FLAMONEL (Monel-Flannel) Pads are now available for shipment without delay. This is your golden opportunity to free yourself from costly, frequent replacement of double-faced flannel. Resillo Flamonel Pads are designed to replace double faced flannel and furnish and provide a permanent resilient cushion for use over a Resillo Champion Monel Top Press Pad.

- √ **RETAINS RESILIENCY and predetermined thickness and shape indefinitely.**
- √ **PERMITS FASTER DRYING.**
- √ **CONSTRUCTED OF FINELY knitted monel mesh material.**
- √ **FURNISHED COMPLETE with specially processed asbestos top, cut to size and equipped with eyelets and wire for tying to fit all makes and models of laundry and drycleaning presses.**
- √ **MINIMUM GUARANTEE on all FLAMONEL PADS for six months of satisfactory service, and with normal care will last much longer.**

FLAMONEL *Now Available* **FOR**

- **TWO LAY SLEEVE PRESSES**
- **WINGS ON AMERICAN FORMATIC PRESSES**

. . . HOW TO ORDER . . .

(1) Give name (make) of press machine

(2) Give model number

NOTE: It is important to examine each press carefully to determine whether the RESILLO PRESS PAD is in good condition. FLAMONEL Pads can only give their maximum money-saving efficiency of performance when used over RESILLO PRESS PADS, in good condition, as a base. If your Resillo Pads show signs of wear from long use—Be sure to include with your FLAMONEL order an order for a new Resillo Press Pad for a base.

MAIL THIS COUPON TODAY!

Ship at once FLAMONEL PADS for

1 _____
QUANTITY . . . NAME OF PRESS MACHINE MODEL NO.

2 _____
QUANTITY . . . NAME OF PRESS MACHINE MODEL NO.

Name _____

Address _____

City _____ Zone _____ State _____

☐ **Check Here If You Need A RESILLO PRESS PAD!**
FOR ANY OF THE MACHINES LISTED ABOVE
1 _____ 2 _____

When ordering Resillo Pads be sure to state whether Press Machine is equipped with springs or not . . .

MANUFACTURED BY

the Resillo Company — **PRESS PADS**

2328 West Nelson St., Chicago 18, Ill.

SOLD BY RESILLO JOBBERS EVERYWHERE

Read all captions clockwise beginning with left foreground. ABOVE: Mrs. F. K. Levy; Clifton W. Johnson, Troy Laundry Machinery Div.; Mrs. J. Stanley Hall; F. K. Levy, Ideal Chemical & Supply Co.; Mrs. C. R. Conley; Harlow H. Gaines, The Huron Milling Co.; Ray Conley, Carmon & Co., Inc.; Mrs. Clifton W. Johnson; J. Stanley Hall, Pennsylvania Salt Mfg. Co.; Mrs. Harlow H. Gaines; S. E. Moore, Carmon & Co., Inc.

ANNUAL LCATA CONVENTION

MAY is the most popular convention month for the laundry industry. The third week in May is the most congested week of that busy month. To further complicate the confusion of that period the allied tradesmen held their annual convention May 17-19 at Highland Park, Illinois. This meeting was sandwiched between the Linen Supply Association's annual convention in Chicago, and the Minnesota, North and South Dakota, Wisconsin gathering in Milwaukee, and was concurrent with the Oregon and Idaho meetings.

The official opening event, following a practice round of golf in preparation for the annual tournament, was a reception and cocktail hour. The first business session

BELOW LEFT: Mrs. Carl H. Clement; Glenn H. Freeman, The Huron Milling Co.; Mrs. Morton C. Seeley; M. C. Seeley, Bock Laundry Machine Co.; Mrs. Glenn H. Freeman; Carl H. Clement, Bock Laundry Machine Co. BELOW RIGHT: Noel Grady, G. H. Bishop Co.; Mrs. Noel Grady; D. A. Freeman, G. H. Bishop Co.; Nick Strike, Western Laundry Press Co. CENTER LEFT: Arthur Fry, The Fry Brothers Co.; Joseph Huebsch, Jr., Huebsch Mfg. Co.; Mrs. Arthur Fry; Clifton W. Johnson, Troy Laundry Machinery Div.; Mrs. Joseph Huebsch, Jr. CENTER RIGHT: Fred H. Schaub, Fred H. Schaub Engineering Co., Inc.; S. William Pattis, Cleaning and Laundry World; Simon T. Krivit, Cleaning and Laundry World; William Glover, Jr., Bill Glover, Inc.; Mrs. William Glover, Jr. BOTTOM LEFT: Paul Warren, R. R. Street & Co., Inc.; E. J. Ryan, Jensen Mfg. Co.; Mrs. E. J. Heidersbach; Lee H. Lasher, The Albert Kircher Co.; Mrs. Lee H. Lasher; Rodger Jackson, LCATA; Joseph Mayberry, R. R. Street & Co., Inc.; Ernie J. Heidersbach, R. R. Street & Co., Inc. BOTTOM RIGHT: Mrs. George E. Olson; George E. Olson, Olson Filtration Engineers, Inc.; D. L. Ebert, Olson Filtration Engineers, Inc.; John G. Schwarzman, A. L. Wilson Chemical Co.; Charles T. Beringer, Patek & Co.

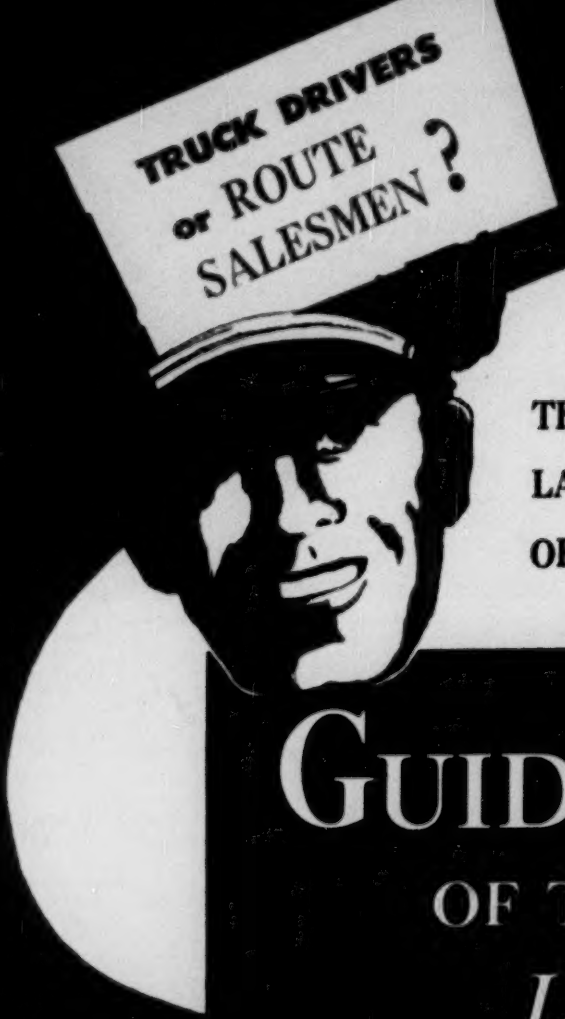
TOP LEFT: J. C. Schwab, W. M. Chace Co.; W. B. Appleby, Wyandotte Chemicals Corp.; Al B. Goldbach, H. Sundheimer Co.; I. H. Brucker, S. Schloff Co.; Mr. and Mrs. L. Pearl, The Resilio Co. TOP RIGHT: Albert J. Gans, Gans Chemical & Supply; Mrs. and Mr. Ralph Humbaugh, The Spoore Co.; Mrs. Albert J. Gans; Albert E. Wennerstrom, Mathieson Chemical Corp.; Phil H. Maguire, The Spoore Co.; Mr. and Mrs. Al Rossenfoss, Rossenfoss Bag Co., Inc. CENTER LEFT: Rodger Jackson, LCATA; Roy V. Johnson, Johnson Chemical Industries, Inc.; Don Hoffman, Pennsylvania Salt Mfg. Co.; Ernie Jewett, Goss-Jewett & Co.; R. F. Huntley, Cowles Chemical Company; John R. Young, The Davies-Young Soap Co.; W. C. Blaisdell, Sec-O-Matic Corp. CENTER RIGHT: Oscar L. Ketchum, NAILM; Morris Landau, Cummings-Landau Laundry Machinery Co., Inc.; William A. Michie, Revolite Sales Div., Atlas Powder Co.; Louis H. Hein, NAILM; William M. Tingue, Tingue, Brown & Co.; Mrs. Al. M. Henning; Michael J. Doyle, Tingue, Brown & Co.; Al. M. Henning, The Resilio Co. ABOVE LEFT: Mrs. and Mr. K. C. Jones, Jr., The Cleveland Rug Cleaning Machinery Co. ABOVE RIGHT: James M. May, Ayr-Mar Machinery Co., Inc., Burrill C. Gottry, Butler Mfg. Co.; Betty Jane Crisp; Anne Kinsey

was held Wednesday evening with President Harlow Gaines presiding. After he gave his report, representatives of the customer organizations were presented. George Johnson and George Isaacson represented the AIL in the absence of President Fred McBrien who was attending conventions on the west coast. President T. E. Milholland spoke for the NICD.

The principal speaker of the evening was Carl Taylor, president of the Waukesha State Bank, who painted a very grave picture of the political trends of the United States.

On the next day, Thursday, the group divided itself into the organization's two classifications, manufacturers and distributors, and held their respective meetings. Later a team of sales experts addressed the combined groups. Following this, other customer organizations'

BELOW LEFT: G. H. Corbin, William Lynn Chemical Co.; Mrs. James W. Harris; M. M. Boddeley, M. M. Boddeley, Inc.; Mrs. C. S. Hulen; O. A. LaMotte, Tri-State Supply Co.; Mrs. G. H. Corbin; C. S. Hulen, William Lynn Chemical Co.; Mrs. M. M. Boddeley; J. W. Harris, Standard Chemical Works Co.; Mrs. Ed. Shoneberger; Hal Whitney, Standard Chemical Works Co.; Mrs. O. A. LaMotte; E. T. Shoneberger, William Lynn Chemical Co.; Mrs. Hal Whitney. BELOW RIGHT: Mrs. and Mr. N. Ribback, guests; Glen Speakman, Butler Mfg. Co.; Homer Campbell, The Key-Tag Checking System Co.; Mrs. F. Behrens; Fred Behrens, Pacific Laundry & Cleaning Journal; Smitty N. Abrams, American Trade Magazines. BOTTOM LEFT: Ted Earnshaw, The National Marking Machine Co.; Rick Carmel, H. Kohnstamm & Co., Inc.; Bill Schleicher, Cowles Chemical Co.; Dick Lane, W. T. Lane & Brothers, Inc.; Les Francis, Sanitone Div., Emery Industries, Inc. BOTTOM RIGHT: William B. Caplan, Excelsior Machinery Co.; Harvey L. Davis, Dryco Corp.; Carl Heinle, Dicalite Div., Great Lakes Carbon Corp.; John B. Caldwell, Caldwell Chemical Co., Inc.; C. O. Davis, Thompson-Hayward Chemical Co.; Michael Steinig, Stadham Co., Inc.; R. G. Allison, Moore Publications; Henry Palm, Caldwell Chemical Co., Inc.



Coming

THE OUTSTANDING
LAUNDRY PUBLICATION
OF THE YEAR

GUIDEBOOK
OF THE
LAUNDRY INDUSTRY

3. *BUYERS' GUIDE:*

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

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dry Routemen.

tabulated informa-
es of laundry plant
on. Basic textbook
reference form,
l plant exec-

in September

SALESMEN
TRAINEES

- Training for the new man.
- Training for selling family laundry service.
- Training for selling specialties—dry cleaning, household, blankets and other special services.
- Training in effective use of sales aids and presentations.
- Retraining for sustained selling.
- Training in organization of time and effort.
- Individual training in the field—observation, coaching and demonstration.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

4. AND A.I.L. CONVENTION GUIDE, a full [illegible] of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Boston, Mass., October 7-9.

STARCHROOM LAUNDRY JOURNAL

20 N. Wacker Dr. [illegible]

1700 Woodbury Road
Pasadena 6, California

ABOVE LEFT: Ralph P. Snyder, Gustin-Kramer Co.; Sherman D. Weiss, guest; A. Weiss, guest; E. J. Weiss, guest; H. L. Lieberman, Carson Textile Co.; Mrs. H. L. Lieberman; Robert Gustin, Gustin-Kramer Co.; Mrs. Robert Gustin. ABOVE RIGHT: Mrs. E. W. Korbel; Ed W. Korbel, STARCHROOM LAUNDRY JOURNAL; Mrs. Norbert Hackett; Norbert Hackett, Mercury Cleaning Systems, Inc.

TOP RIGHT: James E. Cox, James E. Cox Co.; Wilbur Johnson, Chicago Dryer Co.; F. H. Bonn, F. H. Bonn Co.; D. N. Utesch, Colgon, Inc.; C. W. Johnson, Chicago Dryer Co. CENTER RIGHT: E. W. Wilson, Sure-Hold Div., Nashua Gummed & Coated Paper Co.; J. J. Finnigan, Sure-Hold Div., Nashua Gummed & Coated Paper Co.; J. P. Shannon, Knitted Padding Co.; Walter J. Wahlen, Superior Products Co.; Leigh O. Parrish, Jr., National Marketers; Joseph Kallo, Pittsburgh Tag Co.; Mrs. J. H. Beeler; L. L. Richardson, Filtrol Corp.; John H. Beeler, W. P. Ballard; Mrs. Thos. M. Galvin; Nils A. Dahl, John T. Stanley Co., Inc.; T. M. Galvin, Armour and Co.; Mrs. J. J. Finnigan. BOTTOM RIGHT: John O. Hittman, The Keever Starch Co.; Charles Kurtz, Jr., The Keever Starch Co.; Robert Black, The Keever Starch Co.

representatives were heard. Moe Struminger, representing the Linen Supply group; Edward Auslander, the Diaper Service Institute; Louis Hein, the Institutional laundries; and John Leavitt, the Rug Cleaners.

The afternoon was devoted to golf and other entertainment.

Friday morning's program was Smoothing the Way for Greater Sales through Closer Co-operation with National Customer Associations. During this part of the program the chairmen of each committee for each of the customer organizations reported to the membership.

The annual golf tournament was won by F. E. "Red" McCleary. Bill Palmer, editor, *National Cleaner & Dyer,* distinguished himself by turning in the highest score.

The officers elected were: president, J. Stanley Hall; secretary, William Schleicher; treasurer, Nils S. Dahl. Directors named were: Charles T. Beringer, T. S. Buchanan, C. R. Conley, E. H. Earnshaw, Jr., Harlow H. Gaines, Burrill O. Gottry, Richard Lane, Fernand K. Levy, A. B. Maley, Sammy Ross, Jr., George G. Rups, and R. O. Trowbridge.

The Laundry and Dry Cleaners Machinery Manufacturers Association elected Clifton W. Johnson, president; George G. Rups, vice-president; and T. S. Buchanan, treasurer. Directors elected were: Homer Campbell; W. H. Rometsch; C. H. Clement; D. A. Freeman; Les Kienzle; and Ira C. Maxwell.

Next year, in an attempt to relieve the congestion of May convention dates, the Laundry and Cleaners Allied Trades Association has picked April dates, the 25th and 28th, 1951. They will meet at the Greenbrier Hotel, White Sulphur Springs, Virginia. ●

—*Wayne Wilson*

LAUNDRY BUSINESS TRENDS

New York

Apr. 22—2.8% more than last year
Apr. 29—6.4% less than last year
May 6—5.3% less than last year
May 13—8.2% less than last year

M. R. Weiser & Co., New York City

New Jersey

Apr. 22—3.4% less than last year
Apr. 29—7.2% less than last year
May 6—7.8% less than last year
May 13—9.9% less than last year

M. R. Weiser & Co., New York City

New England

Apr. 22—2.7% more than last year
Apr. 29—2.6% less than last year
May 6—0.3% less than last year
May 13—5.0% less than last year

Carruthers & Co., Boston

Southeast

March—1.0% less than last year

J. R. Wilson & Co., Atlanta

IT TAKES Many More Years TO WEAR OUT A DIVCO Chassis!

YOU AVOID EXPENSIVE CHASSIS REPLACEMENT PARTS and LABOR

AMERICAN INSTITUTE OF LAUNDERING MEMBER

When you own DIVCOS—You Do Not Have To Rebuild Your Trucks—*YEAR AFTER YEAR!*

DIVCO'S ***Axles*** STAND UP MANY YEARS LONGER!
DIVCO'S ***Transmission*** WILL GIVE NO TROUBLE!
DIVCO'S ***Clutch*** IS BUILT FOR MULTIPLE STOPS!
DIVCO'S ***Chassis Frame*** IS EXTRA RUGGED!
DIVCO'S ***Brakes*** TAKE HARD WEAR!

With DIVCOS
You Save Important and Expensive Overhaul Jobs!

FOR LAUNDRY EXCLUSIVELY • FOR DRY CLEANING EXCLUSIVELY • FOR COMBINATION LOADS

DIVCO CORPORATION—MAIL ADDRESS: P. O. BOX 3807, PARK GROVE STATION, DETROIT 5, MICHIGAN

The large crowd which attended the banquet held during the Linen Supply Association's convention

LARGE CROWD AT LINEN SUPPLY MEETING

MORE than 700 people registered for the 38th annual Linen Supply convention and exhibition at the Hotel Sherman, Chicago, May 14-17.

President Moe Struminger and the board of directors of the organization opened the convention with a series of short reports on the activities of the association. These were followed by Harry Simmons, noted sales consultant, who talked on sales fundamentals.

The next feature was one of the highlights of the meeting, the panel discussion on the subject of home linen rental. Murray Gordon, Modern-Silver, was chairman, and Selig Burrows, Central Coat, Apron & Linen Service, A. P. Gresser, Consolidated Laundries, and Theodore Mayer II, Steiner Sales Company, made up the panel. Mr. Gresser, the first speaker, gave a factual account of his company's experience with home linen rental, including the reasons why they thought it was successful. He was followed by Chairman Gordon who spoke of the merchandising necessary to attract customers to this new service.

Then Selig Burrows gave his ideas on the possibilities of home linen rental. He stressed the need of educational advertising to interest the housewife in this service.

The last panel member, Theodore Mayer II, related his company's attempt to put continuous towels in homes on a rental basis. Following these talks the audience was given an opportunity to ask questions. Naturally they were interested in the investment and the earnings, among other things. The inventory figures given by members of the panel varied from a low of $18 to a high of $35, for every dollar of sales. Earnings were difficult to ascertain because of the newness and continued growth of the service. The discussion finally had to be stopped to allow time for the next feature which was office towel service, presented by Earl N. Bartholomew.

Monday evening the entertainment was the Gala Cabaret Night with M. Snower & Company as hosts.

The new films of the Linen Supply Association, to be used in routeman training, were given their premier Tuesday morning. There are two of these slide sound films that show, first, how an account is sold and, sec-

Below: Panel members discussing the problems of home linen rental. Left to right: Murray Gordon, Selig S. Burrows, A. P. Gresser. Right: Samuel Miller holds the plaque which was presented to him during the banquet

WATER HARDNESS AND LIME SOAP

GET THE ALKALI IN FIRST

Curiously, the extent to which lime soap will build up in goods is not necessarily proportional to the degree of hardness in the water. Formula design is frequently a greater factor than the degree of water hardness in determining the extent of impregnation.

When soap and alkaline builder are added to hard water (in the wheel or in a stock solution tank) *if the alkali gets there first* it will react with the hardness salts, softening the water by precipitation, so that when the soap is added there will be correspondingly less opportunity for lime soap formation.

This procedure will not entirely eliminate lime soap formation, however, because there is some tendency for the builder-hardness precipitate (lime salts) to go back into solution and react with soap to produce a delayed lime soap reaction. But the net result is *less* lime soap if the alkali precedes the soap into solution. This pre-softening effect of the alkaline builder is, of course, much less noticeable when soap and builder are added to hard water simultaneously (as dry mixtures) and totally lacking when soap is added first.

A REGENERATOR ALSO NEEDED

In addition, it is most desirable to employ some method of reversing the reaction between soap and hardness salts. That is what regenerators do. Lime soap is transformed back into its original form of sodium soap, and the calcium and magnesium thus displaced go back into something like their original form as soluble calcium and magnesium salts. But so long as the regenerator is there in solution, they cannot react again.

The subjects of water hardness and lime soap are discussed in detail in a recent issue of *Cowles Laundry Tips.* If you don't have this issue, we will be glad to send it to you.

LIME SOAP CONTROL FORMULAS

A good formula for hard or soft water needs ESCOLITE, NEW ESCOLLOID or ESCOL 77 (depending on conditions) to protect the soap against *avoidable* decomposition and ESCOFOS to regenerate soap that has been *unavoidably* attacked. Use ESCOLITE, NEW ESCOLLOID or ESCOL 77 to save soap. Use ESCOFOS to salvage soap. Always use Cowles Products to safeguard washing quality.

Your Cowles Technical Man will be glad to help you re-evaluate your formulas for maximum protection against water hardness and lime soap impregnations. You can reach him through your regular Cowles Dealer or by writing us direct.

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ESCOL 77

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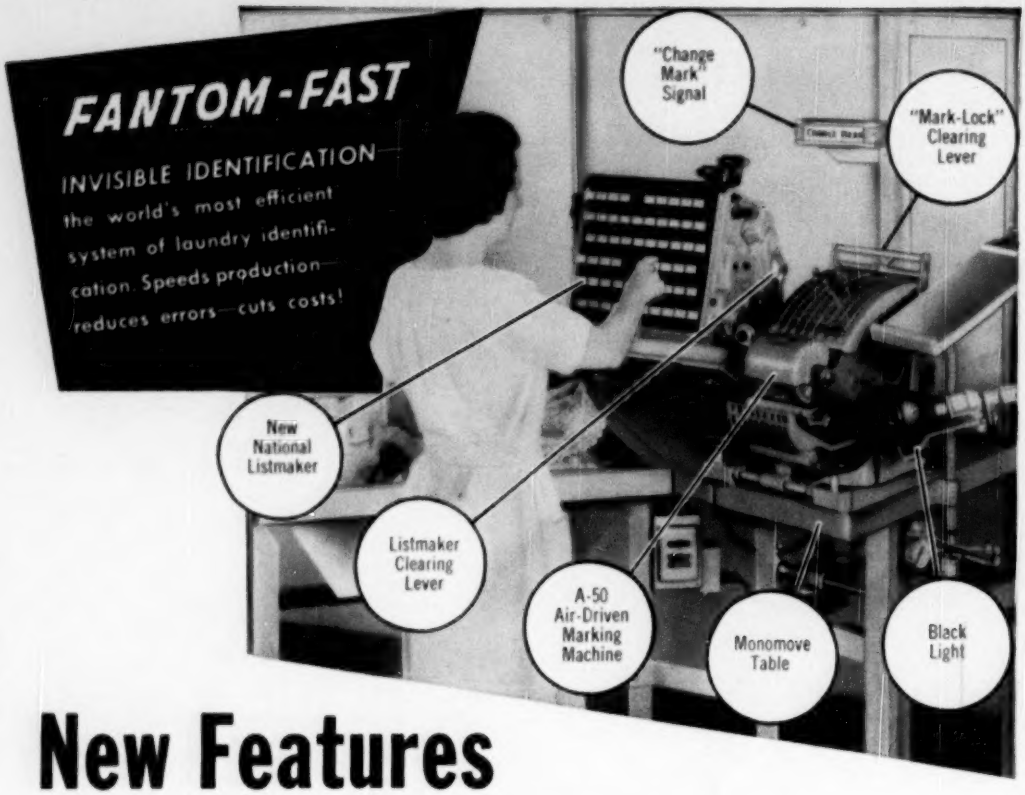


New Features

MAKE THE FANTOM-FAST SYSTEM EVEN FASTER, SURER, MORE PROFITABLE!

NEW NATIONAL A-50 FANTOM-FAST MARKING MACHINE

air driven—no motor

fast operation

low maintenance

NEW NATIONAL LISTMAKER

operator can correct errors before list is printed

machine cannot be cleared before list is printed

next bundle cannot be listed until machine is cleared

NEW NATIONAL "MARK-LOCK"

assures a new mark for the next bundle

printing of the list locks the A-50 Marking Machine

to resume marking, both the Listmaker and the A-50 Marking Machine must be cleared.

FANTOM-FAST gives you *big characters* that are easily read for quick, accurate sorting . . . and *your customer never sees these marks!*

THE NATIONAL MARKING MACHINE CO.
4026 Cherry St Cincinnati 23, Ohio

Specialists in bundle and garment identification systems.

ond, how it is developed into a more profitable stop.

Next Elmer Wheeler, "America's Number One Salesman," gave his five rules of salesmanship. He practiced his own preaching by putting the "sizzle" into his talk.

That afternoon was devoted to exhibitors—no conflicting or competing events were scheduled so that the delegates could give the displays their undivided attention. Chances on attendance or door prizes were given to those in the room at four p.m. These were worthwhile gifts and served to draw a large crowd.

The last morning was a panel discussion on linen replacement. The chairman was H. W. Berger, Omaha Towel Supply Company, and Lawrence C. Kline, Kline's Coat, Apron & Towel Service was vice-chairman. This discussion proved again that linen conservation is as much a selling job as creating the original sale.

The final afternoon was devoted to production with Claude Lucas, well known consultant, being the principal speaker and chairman. William Bready, Bready Engineering Corporation, Joseph Schuh, Atlas Linen & Towel Service Co., and W. B. Wisecarver, American Linen Supply, were also on the panel.

The annual banquet was a testimonial to Samuel Miller, perennial treasurer of the Linen Supply Association of America. He was presented with a testimonial scroll in appreciation of his years of service.

The officers for the coming year are: re-elected president, Moe Struminger, Clean Linen Service, Pittsburgh; vice-president, John Isaacs, City Towel Service, Detroit; re-elected treasurer, Samuel Miller, Independent Towel Supply Co., Cleveland; and sergeant-at-arms, Nathan Lichtenstein, Keystone Adjustable Cap Co., Philadelphia.

Board members elected were: I. M. Weinstein, National Linen Service, Atlanta; Jack Quigley, Chicago Towel Co., Chicago; Arthur Chambers, Queen City Linen Service, Long Beach, Cal.; and Manford Metzler, Central Coat & Apron, New York.

Next year's convention will be held at Hollywood Beach, Florida.—*Wayne Wilson* ●

NEW YORK STRESSES SALES

Above: Sales idea panel, left to right: Raymond Steidle, Robert D. Hines, Clarence W. Pawling, Victor D. Dalgoutte, Val E. Dayton, Milton E. Glickman, Elwood Hopping, and Milton Friedlander. Right: Officers of the New York Laundryowners Association, left to right: Victor D. Dalgoutte, vice-president; Harry D. Wemple, secretary-treasurer, and Willard M. Smith, president. Harry Wemple was forwarded a bonus of $2,500 in appreciation of his many years of service to the association

THE over 200 laundrymen and allied tradesmen who attended the annual convention of the New York State Laundryowners Association in Syracuse May 11, 12 and 13 received a variety of ideas at a meeting focused almost exclusively on sales promotion.

President Willard M. Smith of the Robison & Smith Laundry, Gloversville, called the opening session to order Thursday evening. The basic elements in a sucessful selling program were outlined by J. Stanley Hall, Pennsylvania Salt Mfg. Co. Harry D. Wemple, secretary-treasurer of the group, led a floor discussion of a plan for publishing monthly sales trends in various sections of the state. John Carruthers, head of the Boston accounting firm, explained the methods his firm would use for compiling and distributing the information.

The Friday morning session was touched off with the showing of the AIL film, "National Partners." Pat Merrick, public information consultant with the Workmen's Compensation Board, and the only speaker not scheduled to discuss sales promotion, detailed the requirements of the recently enacted New York disability benefits law. Selling policies and practices which proved effective in his own plant were summarized by Elwood Hopping, general manager of the Perfection Laundry Co., Springfield, Ohio.

Following the noon recess, Vice-President Victor D. Dalgoutte, Briarcliff Laundry, Briarcliff Manor, acted as moderator for a panel composed of seven laundrymen who recounted their own experiences with various successful selling tools. Membership of the panel included: Elwood Hopping; Raymond Steidle, Star Palace Laundry, Rochester; Robert D. Hines, Dates Laundry, Kenmore; Clarence W. Pawling, Robison & Smith Laundry, Gloversville; Val E. Dayton, Amityville Laundry, Amityville, L. I.; Milton E. Glickman, Massena Laundry and Dry Cleaning, Massena, and Milton Friedlander, Individual Laundry, New Rochelle. The final speaker of the afternoon, Howard Lewis, Business Forms Corp., Boston, Mass., pointed out the role proper training may play in the building of a productive sales force.

A gift of $2,500 was voted by the membership to Harry D. Wemple with the understanding that the long-

time secretary would use the sum "to do whatever it is you have always hoped to do—if you ever had the money."

The reception and annual dinner was scheduled Friday evening. Featured speaker at the banquet was Harold G. Hoffman, former governor of New Jersey. As in past years, the Saturday morning session was allotted to an open forum conducted by junior executives. The discussion, led by Karl M. Wilke, Jr., Wilke Laundry Co., Albany, was preceded by a showing of the Procter & Gamble film, "Leave Less to Luck." The forum opened with a talk presented by Robert Mazlish of the Rite Way Laundry, Brooklyn.

The incumbent officers and directors of the group were re-elected to serve the organization for the coming year.—*John J. Dunn* ●

PENNSYLVANIA AT ATLANTIC CITY

PRE-CONVENTION publicity promised perfect weather for the 42nd annual meeting of the Pennsylvania Laundryowners Association in Atlantic City May 4, 5 and 6. As it turned out, the nearly 250 attending laundrymen and allied trades representatives found the promise completely fulfilled. A heavy fog which blanketed the seaside resort Thursday and all day Friday eliminated the lure of boardwalk attractions during the business sessions. Then when the convention emphasis shifted outdoors, the overcast burned off and bright, warm weather was provided for the golf tournament Saturday afternoon.

Below: Officers and members of the board of directors, left to right, seated: Francis M. Wilkinson, Wilkinson Laundry Co., Reading; Henry Washers, Jr., York City Laundry, York; Robert P. Hogan, Model Coat & Apron Co., Pittsburgh; Thomas Dempsey, Mother's Laundry, Dunmore; and Morris I. Kurtz, Cornell Laundry, Philadelphia. Standing, left to right: Charles A. Cavanaugh, Passyunk Laundry, Philadelphia; Gilbert Reiser, Erie Laundry Co., Erie; F. W. McBrien, Jr., Holland Laundry, Philadelphia; Sydney Munier, Sweet Clean Laundry, Pittsburgh; John A. Fullerton, United Laundries, Pittsburgh; G. Herbert Koch, Allen Laundry, Allentown, and Edwin Pennypacker, Interboro Laundry, Lansdowne

Above: Participating in the typical meeting of Philadelphia young laundry executives are, left to right: C. H. Kendrick, Jr., Quaker City Laundry; Ray Kroll, Jr., Tribune Laundry; Bernard Horwitz, Montrose Laundry; Eugene Fortman, Cornell Laundry; William Wilson, Fairhill Laundry; John E. Kelley, Jr., Service Laundry; Charles Jennings, Suburban Laundry; Bill McBrien, Holland Laundry; and Brent Forber, Elite Laundry

Francis M. Wilkinson, president of the organization, called the meeting to order Thursday evening and introduced Trustee John D. Campbell, Jr., Modern Laundry, Philadelphia, chairman of the opening session. The first feature of the program was the competition for the best sales promotion idea of 1949. Participating in the contest were George Wilkinson, Wilkinson Laundry, Reading; John G. Schott, Norris Laundry, Norristown; J. L. Webb, Webb's Laundry and Cleaning Services, Wilmington, Delaware; and three junior executives, Fred, Jim and Dick McBrien of the Holland Laundry, Philadelphia. The competition was decided by the audience. Outcome of the voting was announced at the Saturday banquet and this year's plaque was awarded to the Wilkinson Laundry.

Principal speaker of the Thursday evening session was Walter A. Bonvie, Belnap & Thompson, Inc., who emphasized the value of premium prizes as sales incentives for routemen's contests.

Prescott Smith, Brighton Laundry, Pittsburgh, a member of the board of trustees, presided at the Friday morning session and introduced the opening speaker, A. L. Christensen, manager of the department of production and engineering at the American Institute of Laundering. Dwight Smith of the Old Colony Laundry, Washington, D. C., outlined some of the successful sales and production policies carried on in his organization. The type of monthly meetings conducted by the Junior Laundry Board of Trade of Philadelphia was reflected in the presentation of a typical meeting staged by nine members of the group. Dr. Pauline Beery Mack and Joseph C. Sherrill reported on current studies and developments at the laundryowners' research center at Pennsylvania State College. In recognition of her long

"DYSOLVO" SOAP

has made good in Laundry Work for a quarter of a century.

It is now activated for removing PERSPIRATION SOILS from soft collars and cuffs.

French collars and cuffs are back. A "problem" of the past is now eliminated through the use of "DYSOLVO" Soap, by brushing, soaking, or in the wheel.

Use coupon to get sample and directions.

DYSOLVO is carried in stock by all Davies-Young appointed distributors.

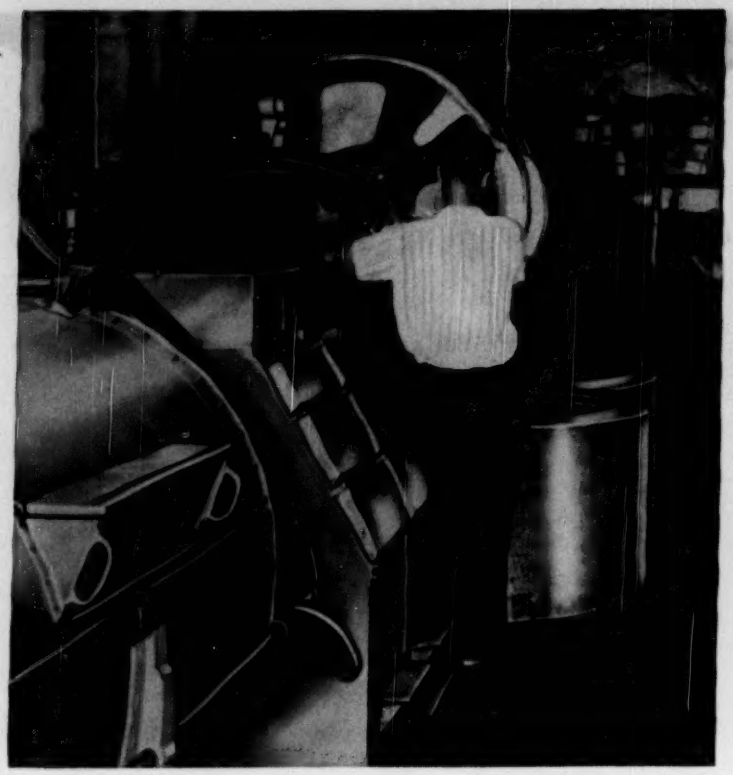
THE DAVIES-YOUNG SOAP COMPANY SLJ-650
Box 995, Dayton 1, Ohio

Please send free sample of "DYSOLVO" Soap and full instructions for its use.

NAME.....

ADDRESS.....

CITY.....STATE.....



IN THIS AUTOMATIC WASHROOM, labor-saving Monel equipment includes 2 Cascade Automatic Unloading Washers and 3 other Cascade Washers with "Companion Controls," and a Natrux Extractor. Floor space formerly occupied by a washer and 2 extractors has been saved. See text for other important savings. Photo courtesy American Laundry Machinery Company.

Mechanizing with MONEL

Saves 40% Labor,

Mechanization is the answer to high washroom costs. It brings them down *all along the line.*

At Lewis Laundry, for example, mechanized *American* equipment of Monel® saves 2 men in the washroom. *In wages alone, this means $70 a week saved.*

OTHER IMPORTANT SAVINGS

And Lewis is using 40% less soap, 40% less water, 30% less alkali. They have cut 2¼ hours from the work week, and 20 minutes from washing time on white, light and dark colors.

Water, Soap

— at Lewis Laundry, Louisville, Kentucky

That's what mechanization can do! And here's why.

With American's automatic washing controls, only 3 simple operations are needed to wash each load.

Push-button-operated washers unload automatically into extractor containers in less than 60 seconds. Push-button loaded and unloaded extractor saves up to 22 minutes a load. Supplies are measured mechanically, so they can't be wasted. And washing cycles are timed automatically, so there's never a second that isn't productive.

EVERY LOAD PROTECTED

Because the new equipment at Lewis Laundry is made of Monel, every load is safe from damage. Tougher and stronger than structural steel, Monel is *non-rusting*. It resists corrosion by soaps, detergents, alkalis, starches, dilute bleaches and fluoride sours. Washer cylinders and extractor baskets stay smooth, don't develop pits and rough spots.

When you've considered the advantages of mechanization — and added the *extra* advantages of Monel—it's easy to see why less labor is needed. And less steam, less power, and less water. Why supplies go further . . . do more . . . and do it *better*.

For efficiency in your washroom, get mechanized equipment of Monel.

START RIGHT NOW!

MECHANIZE with MONEL

EMBLEM OF SERVICE INCO TRADE MARK

THE INTERNATIONAL NICKEL COMPANY, INC.

67 Wall Street, New York 5, N. Y.

Honorary life-time membership in the association was presented to William G. Conover, right, by Francis Wilkinson, retiring president

service to the organization, Mr. Wilkinson presented Dr. Mack with a movie camera.

Trustee G. Herbert Koch, Allen Laundry, Allentown, presided at the Friday afternoon session which was devoted solely to sales problems. Fred W. McBrien, president of the American Institute of Laundering, underlined the need for better promotion during the coming year.

Routemen training policies in use at the Little Falls Laundry, Little Falls, N. J., were explained by Lambert Petzinger, sales manager of the firm. H. S. Needham, Procter & Gamble Co., pointed out the vital role of the routeman in any well conceived promotion program. Final speaker of the afternoon, Dr. Theodore A. Distler, president of Franklin & Marshall College, made a strong plea for re-dedication to the ideal of preserving the free enterprise system.

Albert B. Adelman, Adelman Laundry, Milwaukee, Wis., opened the Saturday morning session with a discussion of packaging principles and how he applies them in his own operation. Final speaker was Gene Flack of Sunshine Biscuits, Inc. The session closed with an election of officers and trustees.

The golf tournament, organized by committee chairman Nelson R. Gummo, Gummo Laundry, Williamsport, was run off Saturday afternoon. At the evening banquet an honorary life membership in the association was presented to William G. Conover, formerly of the Pilgrim Laundry, Philadelphia. Mr. Conover is a charter member of the group and a past president of the AIL. A floor show capped this typically successful Pennsylvania convention.

Officers named to head the group are: Henry Wasbers, Jr., president, York City Laundry, York; John A. Fullerton, first vice-president, United Laundries, Pittsburgh; Robert P. Hogan, second vice-president, Model Cleaners and Launderers, Pittsburgh; Edwin Pennypacker, third vice-president, Interboro Laundry, Lansdowne; F. W. McBrien, Jr., fourth vice-president, Holland Laundry, Philadelphia; and Morris I. Kurtz, secretary-treasurer, Cornell Laundry, Philadelphia, Pa.

—*John J. Dunn* ●

HARTFORD HOST TO CONNECTICUT LAUNDRYOWNERS

THE Connecticut Laundryowners Association celebrated its 46th year of existence and the fifth year of its present organization on May 6 at the group's annual meeting in Hartford. Immediately after the war the members of this organization decided to engage a full-time executive to strengthen the association. The wisdom of that decision was confirmed by a review of the activities of the last five years.

J. L. Merriam, president, called the one-day meeting to order and introduced Don Tuttle, well known Procter & Gamble research director, who showed that firm's new film, "Leave Less to Luck." Following this picture the annual business meeting was held. Robert S. Hawthorne, the executive vice-president, was called upon to report on his five years as the association's first full-time officer.

Immediately after lunch, AIL President Fred McBrien addressed the meeting on "The National Viewpoint." Then Miss Gretchen McMullen, home economics expert, told the laundryowners why selling laundry service should be easy. Next, John Cumming, Colonial Laundries, Providence, R. I., gave a very factual report on a recent sales campaign put on by his organization.

The traditional Laundryowners Town Meeting feature was the last business on the program. This is an opportunity for the Connecticut laundryowners to ask questions to be answered by the audience and speakers.

A cocktail hour and dinner, with entertainment by the "Linen Dusters" concluded a very successful meeting.

The following directors were elected for a two-year term: J. L. Merriam, Model Family Laundries, Inc., New Haven; William H. Minty, Pembroke Laundry & Cleaners, Bridgeport; Sherman H. Perry, Perrys, Inc., Waterbury; F. Russell Smith, Troy Steam Laundry, Norwich; Rudolf Vontobel, Woodside Laundry, Stamford; and George H. Willard, Sr., New Model Laundry, Manchester.

The directors, in turn, elected the following officers for a period of one year: president, J. L. Merriam; vice-president, William H. Minty; secretary-treasurer, Wesley B. Van Dine, Victory Laundry, Hartford; sergeant-at-arms, F. Russell Smith.—*Wayne Wilson* ●

DRYCLEANING BOOKLET

AN attractive booklet designed to improve customer relations has been released by the National Institute of Cleaning and Dyeing. Called "The ABC's of Drycleaning," the illustrated 46-page booklet outlines the history of drycleaning, explains drycleaning procedure, tells what to look for in good cleaning and what to watch out for in unserviceable garments, and suggests steps to be taken by the consumer to prolong the life of her garments. The literature contains a section the hazards of home drycleaning, pointing out that inflammable solvents under certain conditions may cause fatal explosions.

The last section of the booklet is devoted to the NICD and outlines the services offered to members. ●

THIS FAMOUS TEAM

• makes washrooms run smoothly

• • makes customers happy!

Ozonite for white work . . .

Cold Water Ozonite for colors . . .

here's a hard-working team which is building satisfied customer lists and building profits in an increasing number of busy laundries today!

Both members of this team are *complete* soaps . . . scientific blends of top grade neutral soaps and selected builders. You can add them direct from the barrel to your washers with complete assurance of excellent detergency and safety to fabrics and colors.

Put this time-tested team to work in your washroom. They'll save you time, supervision and money.

PROCTER & GAMBLE Cincinnati, Ohio

For more "regulars" -more profit- regulate your quality with **OZONITE**

OREGON CONVENTION

THE 28th annual convention of the Oregon State Laundry Owners Association was held at the Gearhart Hotel, Gearhart, Oregon, on May 18, 19 and 20.

On May 18 a golf tournament was held on the Gearhart Golf course. Prizes were awarded at a dinner dance held on May 19.

Business sessions opened on May 19 with a reading of the president's report. The second speaker was Fred McBrien, AIL president, who spoke on the need for alert, sales-minded management. He was followed by Harold Howe, AIL Washington representative, who commented on the complexities of the government's activities and emphasized that the laundry industry is inescapably involved in politics. He said that members of Congress are influenced by what they read in newspapers serving their constituents, and that the laundry industry should endeavor to record its point of view in the press.

Two industry films were shown next: Procter & Gamble's "Leave Less to Luck" and the AIL-Kohnstamm movie, "Time for Living." The evening of May 19 was given over to an informal dinner, the awarding of golf prizes, and dancing, including square dancing.

The May 20 program opened with an address by S. H. Evans, editor, *Pacific Laundry and Cleaning Journal*, titled "The Case of the Reluctant Routeman." Mr. Evans suggested a way of putting route solicitation on a definite expectancy basis, comparable to the "production per operator per hour" expectancy in production.

A panel discussion on sales and new services followed, with Rudy Windishar serving as chairman. Ed Gallstead, Troy Laundry, Pendleton, described his recently established "white service" bundle, which is offered at a price of 12 pounds for 99 cents, with all flat pieces ironed and the balance fluff dried. One cent extra is charged for fire insurance, making the total cost of 12 pounds one dollar.

The service is handled by pin and net, the bundle being broken only at the flatwork ironer where part of the work is sent to the tumblers. The plant's routemen carry small weighing scales, and weigh each bundle in not to exceed 12 pounds. Extra pounds are not accepted, except as a complete bundle to be charged at the flat price of $1.00 (including insurance). Routemen supervise making up the bundle and exclude fugitives. Work brought in one day is delivered the next. Routemen buy 25 white service cards for $25 and are held accountable for each card. The service has not only increased volume of finished services, but has been highly effective in meeting launderette competition.

Ralph Masterson, Longview City Laundry, Longview, Washington, described the washed and tumbled service his plant has brought out to meet launderette competition. The per pound service is the same as

New president and vice-president of the Oregon State Laundryowners Association. Left: O. D. Martin, Model Laundry, The Dalles, president. Right: B. R. Wagner, Domestic Laundry, Eugene, vice-president

that offered by launderettes, except that pickup and delivery service is included. Sheets are folded. The bundle minimum is 15 pounds (to get better tumbler utilization) which is sold for $1.25.

Concluding feature of the convention was the banquet and installation of the following new officers: president, O. D. Martin, Model Laundry, The Dalles; vice-president, B. R. Wagner, Domestic Laundry, Eugene; secretary-treasurer, Duane C. Lawrence, Portland Laundry; sergeant-at-arms, Tom Georges, Oregon Laundry, Portland; executive secretary, James G. Swindells, Portland. ●

MONTANA CONVENES

A YEAR ago when the Montana Laundry and Dry Cleaners Association met in Missoula, they appointed a membership chairman and launched a campaign to double the number of members.

At the convention this year, held May 19 and 20 at the Rainbow Hotel, Great Falls, it was announced that the double membership goal had been reached. What is more, the attendance at the 1950 meeting was the largest in the association's history with over 170 registering by noon Friday and the total swelled to better than 200 before the convention closed Saturday evening.

The business sessions opened Friday morning with a talk by Ward Junkermeir, C.P.A. who outlined a uniform system of accounting for both laundries and drycleaning plants. Junkermeir also explained a method of amortized depreciation deduction which would substantially reduce the income tax take for the majority of the operators in the state.

Clarence Pierce was next on the program. Pierce, who is manager of the West Coast Branch of N.I.C.D. at Glendale, California, used slides to show the delegates what constitutes an unserviceable garment. At the close of his talk, Pierce showed the group what he called his "Chamber of Horrors," a collection of garments made from unserviceable fabrics which had resulted in heavy claim payments by west coast drycleaners.

In the afternoon R. F. Taylor of Armstrong Trap Company showed a film, "Trapping for Profit." This was followed by a talk on labor relations by Howard Burton who is manager of the Great Falls Employers Council.

Friday evening the association's now famous sea food dinner was held in the Terrace Room of the Park Hotel. Each year the committee in charge of this event arranges to have fresh sea food flown in from Seattle to arrive the afternoon of the dinner.

Saturday morning H. R. Moore of The American

smooth surface

Flawless finish. That's the way starched collars and cuffs iron when you use Satinette. And perfect penetration means better body... greater flexibility. Satinette saves time because it won't congeal... saves profits because it's a quality starch priced on a volume basis.

THE KEEVER STARCH COMPANY, COLUMBUS 15, OHIO

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Left to right: Frank Comte, Billings, director; Wallace Doe, Billings, president; John Havland, Billings, director; Herb Bernstein, Great Falls, director

Laundry Machinery Co., showed a film, "Protect Your Profits." The last speaker on the program was Bill Boyd, sales manager, Sanitone division, Emery Industries.

Boyd stressed three points: Study your market; study your product; and study your selling method. He then outlined the type of advertising that could be expected to do a job of selling for the laundryowner and the drycleaner.

Saturday afternoon was taken up with reports of committees and the election of officers. Wallace Doe of Billings was elected president; Jack Cline, also of Billings, was elected secretary-treasurer; and Chet Scott of Laurel was elected vice-president. Herb Bernstein of Great Falls, who so successfully handled the association's membership drive, was elected director and made 1950-51 membership chairman. Frank Comte and John Havland, both of Billings, and C. J. O'Connell, Bozeman, and George Motts, Miles City, were elected directors.

The convention ended Saturday night with a banquet and dance at the Rainbow Hotel. It was announced at the banquet that next year's convention would be held at Billings. ●

IDAHO MEETS AT McCALL

MORE than 100 members of the Idaho Laundry and Dry Cleaners' Association met at McCall on May 19, 20, and 21 to attend the 31st annual convention of the group.

The business program opened with an insurance panel Friday afternoon. L. E. Haight, a Pocatello insurance attorney and executive secretary of the association, was moderator. Paul V. Black of the Idaho Compensation Company, Boise, explained the State's present compensation setup, and outlined what might be done by plant operators, either individually or as an association, to reduce compensation costs. Clifford W. Lundquist of the Ensign-Walker Insurance Agency, Boise, discussed design and construction of drycleaning and laundry buildings which would carry the minimum fire rate. He also listed the pros and cons of a master insurance policy.

It was brought out at the question and answer part of the program which followed the talks that Idaho laundry operators and drycleaners now have the lowest workmen's compensation rate of any industry in the state; which is 50 cents per $100 payable. The state has had a recent increase in benefits under the compensation law which was handled without an increase in rates. However, there is a law pending which, if enacted, will result in a substantial rate increase, and Haight urged the Association to organize a committee to meet with legislators in Boise at their next session.

Saturday morning C. C. Pierce, branch manager of NICD, Glendale, California, spoke on plant processes which result in damage claims. Pierce divided claims into two groups, those for which the plant is responsible and those which are the fault of the manufacturer or the wearer. From the record of damaged garments sent in to the Glendale branch over a 3-month period, Pierce said the record showed that only 40 percent could be charged to the manufacturer or wearer. Sixty percent had been damaged in the plant. He further classified the damage on the 60 percent, listing the departments where the damage was caused.

The finishing operation accounted for two percent; wetcleaning 18 percent; spotting 20 percent; and 60

Left to Right: Wally Packham, Packham Cleaners, Blackfoot, NICD director from Idaho; Walt Doss, Doss Exclusive Cleaners, Twin Falls, vice-president; Elwood Hopkins, Finer Cleaners, Pocatello, director at large; John Baird, Baird's Cleaners, Boise, president; and Marvin Carlson, Buhl Laundry & Dry Cleaners, Buhl, secretary-treasurer

THE HANDY BAG HOLDER

Rounded hooks hold bag firmly and eliminate all tearing.

Convenient flat table top—holds paper or clothes as needed.

Moveable arm, equipped with holders to spread bag and keep it open wide. Will fully open any standard size bag (net, nylon or cotton).

Foot pedal to operate arm, leaving both hands free to adjust and load bag.

Large, silent, free-moving casters make it easy to take the bag-holder to the clothes, instead of the clothes to the bag-holder.

A Time and Labor Saving Aid for the Progressive Laundryman

Saves time! Saves labor! Designed by a practical laundryman, this simple invention supplies the perfect answer to an old and annoying laundry problem.

The Handy Bag Holder is of rigid and simple construction—nothing to break or get out of order. Its original cost is its entire cost. Under normal conditions it will last a lifetime.

Equip Your Plant with this New Time and Temper Saver.

Price: $65.00 F.O.B. Cincinnati.

Ask Your Jobber or Write Direct to:

HANDY BAG HOLDER COMPANY

Vine Street and DeCamp Avenue **Cincinnati 15, Ohio**

percent in the drycleaning department. Pierce then listed drycleaning processes which caused the majority of damaged garment reports in his three-month test.

Saturday evening at the annual banquet held in the Shore Lodge dining room, F. W. McBrien, AIL president, gave an address on selling the housewife on laundry and drycleaning service. In his talk, McBrien outlined work being done by the Institute to help members in their selling campaigns and also told of the program now being carried on at his plant, the Holland Laundry and Dry Cleaners, Philadelphia.

McBrien was followed by Wally Packham, NICD director, who explained the NICD's management course and gave the delegates a brief picture of the recent Chicago convention. With the installation of officers the banquet was adjourned for an evening of dancing and entertainment.

The newly elected officers of the Idaho association are: John Baird, Baird's Cleaners, Boise, president; Walter Doss, Doss Cleaners, Twin Falls, vice-president; Marvin Carlson, Buhl Laundry and Dry Cleaners, Buhl, secretary-treasurer; and Elwood Hopkins, Finer Cleaners, Pocatello, director.

It was announced that the date for the 1951 convention would be published in June. The next year's convention is to be held in Boise. ●

NORTHWEST'S 25th CONVENTION

Top: Dignitaries at speakers table during banquet. Above: Group picture of delegates and guests attending convention

IN an atmosphere of renewed optimism following one of the worst winters in history for the drycleaning and laundry business in the Pacific Northwest, the Pacific Northwest Launderers and Dry Cleaners Association met for its silver anniversary convention in beautiful spring weather on May 11 to 13, at the Empress Hotel in Victoria on the southernmost tip of Vancouver Island.

In the election of officers Ralph Masterson replaced Wilf Russell as president (thereby making Longview, Washington, the site of next year's convention). John Weaver was chosen vice-president, Howard Keeler and Don Spellman were returned as treasurer and secretary respectively, and Tom O'Brien was made the new sergeant-at-arms.

The program was comprehensive, with Fred McBrien, AIL president, as the featured speaker discussing the future of the AIL and the laundry industry. W. R. Palmer, editor of *National Cleaner & Dyer*, described the trends in the drycleaning industry that increase management's responsibility and opportunity. Procter & Gamble's Don Nash, showed the firm's excellent film on the theory of detergency, "Leave Less to Luck."

On the final day's program W. J. Shipley of Seattle, formerly a production engineer, discussed production and inventory controls in the linen supply field. A "Blue Print for Selling" was dramatically, even intriguingly, presented by G. W. Boyd of Emery Industries. Then the "Case of the Reluctant Routeman" was discussed by Gus Evans of the *Pacific Laundry Journal*, with suggestions for reforming the reluctant routeman.

Variations on the business theme were an inspirational talk by Rev. Billy Hills ("It's later than you think!"), the golf tournament on one of the most beautiful courses in the country, the banquet, and "social hours."

International amity was well served in Victoria! ●

—*William R. Palmer*

"Ooh, I love this new soap—it keeps my hands so soft, so lovely. . ."

"SOAP-STARVED" Washing Formulas Can "BLACK-OUT" Customer Satisfaction!

Don't Let This Happen To You! Assure Customer Satisfaction With Balanced Formulas!

Make sure you're giving your washing formulas enough soap to do the job ... to get whites really *white* ... colors really *bright!*

And for further customer satisfaction, feature A.I.L.'s FLUFF DRY service. You'll be glad you did.

USE C. P. P. CO. LAUNDERING PRODUCTS... FOR BRIGHTER WHITES

Arctic Crystal Soap Flakes — high-quality soap flakes made from pure, prime tallow, guaranteed to contain not less than 88% soap. Titer approximately 42°C. Also available in granulated form containing 92% soap.

Pearl Soap Flakes — made from the same base as Arctic Crystal Soap Flakes. Their average titer is 42°C., making them different from ordinary "built" soaps of the same type. *Pearl Soap Granulated, which is a fine granulated product, contains 4% more pure dry soap than the flake product.*

Colgate Formula 40 — for hot-water washing of white work and fast-colored goods. A high titer built soap. It assures better "sudsibility," quicker rinsing, cleaner finished work, lower soap consumption.

FOR SHARPER COLORS

Colgate Formula 20 — *prepared soap for cold-water* washing of colored fabrics and materials not affected by added alkali at low temperatures. Assures better "sudsibility," quicker rinsing, cleaner finished work, lower soap consumption.

Colgate White Soap Granulated — *for finer work* in laundries and cleaning plants. This high-grade granulated soap dissolves fast, gives an abundance of suds. Contains 92% anhydrous soap.

FOR SILKS, SYNTHETICS, FUGITIVES AND FLUFFY WOOLENS

Arctic Syntex "M" — "soapless" soap or synthetic detergent for low-temperature laundering of fine fabrics in hard or soft water. In mild acid or salt solutions, it minimizes bleeding. Rinses quickly. Does not promote felting or shrinking of woolens.

Mentor Beads — an alkyl aryl sulfonate detergent ... of high purity ... stable in acid and alkali ... outstanding detergent and wetting properties.

FREE! New 1950 Handy Soap Buying Guide. Tells you the right soap for every purpose! See your C.P.P. representative, or write to our Industrial Department.

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TUESDAY, JUNE 27th

STARTING AT 10 A.M. AND CONTINUING UNTIL ALL IS SOLD!

One of the Pacific Coast's Largest, Finest, Most Modern and Best Equipped Plants

CONTRA COSTA LAUNDRY

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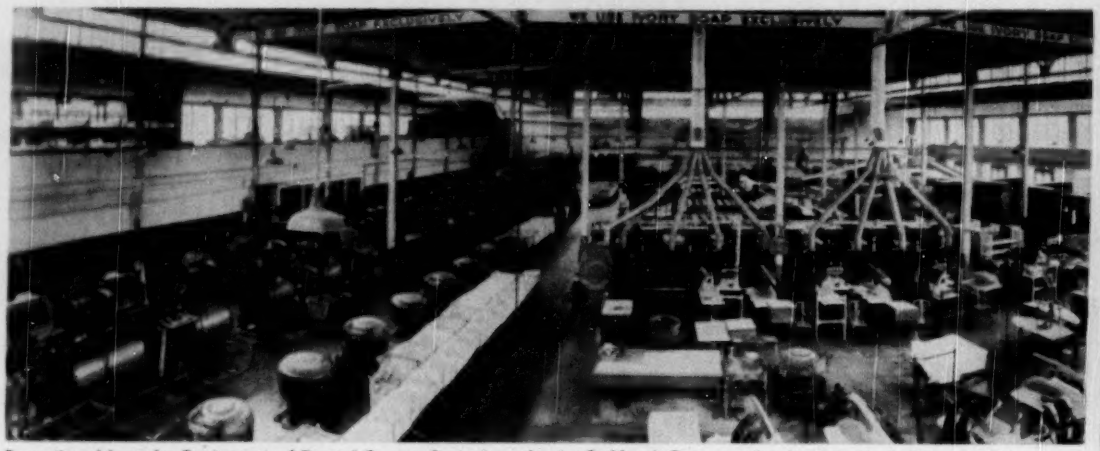
OAKLAND, CALIFORNIA



Exceptional Laundry Equipment of Famed Contra Costa Laundry in Oakland Goes on the Auction Block Piece by Piece.

HIGHLIGHTS OF INVENTORY AT CONTRA COSTA LAUNDRY AUCTION, TUESDAY,

MONEL METAL WASHERS—EXTRACTORS—TUMBLERS

(23) American Monel Metal Washers—(2) 42 x 72; (10) 42 x 54; (3) 42 x 36; 42 x 42; (3) 42x84; 42x44; (3) 36x36.
(13) Extractors—(3) 48" Overhead Humatic Type (9) 30" Solid Curb Type; (1) 17" Raytex.
(12) Huebsch 36 x 30 Tumblers
(6) American 42 x 90 Dry Tumblers

FLAT WORK IRONERS, PRESSING EQUIPMENT

(2) American 8-roll 120" Flat Work Ironers
(1) American Automatic Flatwork folder
(3) American 6-roll 120" Flat Work Ironers, with Cellulose Padding
American 100" single Roll Handy Ironer
(2) Huebsch 25" Handkerchief Ironers, with fluffers
Huebsch Sock Forming Unit
Kremser Standing Collar Press
Complete Collar Finishing Unit with Ironers, edger, former, wing tipper, etc.
(3) Zarmo Utility Presses—Model 55
(9) Zarmo Yoke Presses—Model 106-107
(8) Zarmo Pointed Buck—Model 51
(6) Zarmo Triple Collar & Cuff Press—Model 53
(6) Zarmo Body & Bosom Press, Model 40A
(4) American Yoke Presses—Model 111A
American Sleeve Press—Model 113A
(5) Huebsch Sleevers
(5) Huebsch Collar Formers

COMPLETE DRY CLEAN DEPARTMENT

American Zoric 32 x 50 D. C. Machine
American Zoric 30 x 18 Dry Clean Machine
Huebsch 36 x 30 Dry Clean Tumblers
Valetor Double Garment Dryer
Valetor Shaper
(4) American 5138 Presses
(2) 38" Hoffman Presses
(2) 2-iron Valetor Puff Tables
(2) 42" Hoffman Presses
18" Hoffman Press
(5) Hoffman VCO-5
Hoffman VW-1 . . . VW-2 . . . VJ-H
Steam Boards, Sorting Reels, Spotting Boards, etc.

CURTAIN DEPARTMENT

American 66" Handy Ironer
Bishop 8" Power Curtain Fluter
(2) American 54 x 120 Curtain Dryers
American Curtain & Blanket Dryer with (2) 5-track Sections

TWO LARGE CONVEYORS

Marking Department with Belt Conveyor System including (6) Perfection Marking Machines; (5) National 6-row Marking Machines and National Marking Tables!

SEWING MACHINES

(8) Singers—including Button Sewers and Stitchers

OTHER EQUIPMENT

Complete Boiler and Power Room including one 250 KV9 Ames Vertical 4 cylinder Unaflow steam-driven AC Power Generating Unit; Pumps; 2 Late-type Compressors—Double Unit 6' zeolite Softening System.
Dozens of Sorting Tables; Shirt & Finish Table; Metal Distributing Bins; Triner Scales, Laundry Trucks; Slat Baskets; Fluorescent Lights, Drinking Fountains, etc.

LAUNDRY AUCTIONS

Monday, June 26th

STARTING AT 1 P.M. PACIFIC DAYLIGHT TIME

On the premises of

ANTISEPTIC WHITE STAR LAUNDRY

3964 Manilla Ave. (Near 40th and Broadway)

OAKLAND, CALIFORNIA

White Star Laundry's Hoffman Dry Clean Unit and Pressing Equipment

JUNE 27 — 10 A. M.

Quantity of Steel Clothes Lockers; Completely equipped employee hospital room; Large Modern Employee Cafeteria with steam Tables, etc.

Modern Well-equipped Offices with Typewriters, Adding Machines, Late Model Bookkeeping Machines, Checkwriters; Desks, Chairs, Tables, and many other items too numerous to list.

FLEET OF 12 Modern Delivery Trucks—2 Large Laundry paneltype road trucks—1 Route Mgrs Chevy Coupe.

Inspection Invited Prior to Sale—Complete illustrated brochure will be mailed free upon request.

TO BE SOLD AT WHITE STAR LAUNDRY—MON., JUNE 26

DRY CLEAN EQUIPMENT
(All Equipment Practically New)
Hoffman 140-F Safety Dry Clean Unit
Exclaire Steam Iron Board
Cissell Arm & Steam Iron
Cissell Sleeve Finisher

HOFFMAN PRESSES
XCO-5—XCO-56—XW-1
(2) Valeron Steam Puff Irons
Necktie Steam Press
Cissell Vac. Spotting Board
Hoffman Wind Whip
Bishop Pre-Spotting Board

LAUNDRY PRESSES
Prosperity Shirt Unit—Near New.
Includes: Triple Head—Yoke Press—Bosom Press—Sleeve Press—Collar Shaper—Shirt Hanger—Twisted.
American Tilter Shirt Unit.
Includes: Sleeve Form—Sleeve Press—Shirt Stand—Triple Head—Collar Press—Back Press—Bosom Press—Folding Table, etc.
(2) Adjax Garment Presses; (5) Unipress Toppers; (2) Unipress Garment Presses; (3) Prosperity Garment Presses; American Zarmo Collar Press; Huebsch Form-rite Collar Shaper; Huebsch 20" Handkerchief Press; Hoffman VCO-6 Garment Press.

LAUNDRY WASHERS—EXTRACTORS—FLAT WORK IRONERS
(11) Washers—1 and 2 door, 2 and 4 pocket.
48" Prosperity Hydro Extractor (Near New)
(5) Troy Extractors
(5) Huebsch 2-coil Tumblers
Royal Calendar 36" Hot Roll
120" Ironer—6 cold rolls
Royal Calendar 30" Hot Roll
120" Ironer—5 cold rolls

MISC. EQUIPMENT
Starch Cookers—Singer Sewing Machines for Laundry & Dry Cleaning Operations—Perfection Marking Machines—Platform & Trimer Laundry Scales—Hand and Automatic Irons—Pufferts—Laundry Baskets, etc.

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FOUR STATES MEET IN DETROIT

Group photo of delegates and guests attending the annual banquet at the close of the convention

THE second annual convention of Ohio, Indiana, Illinois, and Michigan was held in Detroit, May 11-13. In case anyone has forgotten, those dates coincide with the railroad's fireman strike and caused some trouble for the hosts, the Michigan Institute of Laundering.

The first day of the meeting was devoted to plant visitation. The Palace Model and the Quality Laundry, both outstanding plants, kept the visitors industriously busy during the entire day. For those who wanted an outside-the-industry viewpoint a trip was arranged to Ford Motor's Rouge Plant.

The second day's program was made up of industry speakers. James Robertson, president of the Michigan Institute of Laundering, presided. The first speaker was Walter Montgomery, Crown Laundry, Indianapolis, who gave a realistic description of his "laundry within a laundry." Next George Johnson, vice-president, AIL, spoke on what launderers may expect from textiles in 1950.

The luncheon speaker was J. Stanley Hall, Pennsylvania Salt Company, who gave the audience a talk on the necessity of selling laundry service. The next man scheduled to address the meeting was delayed by the rail strike, so George Rups, American Laundry Machinery Co., was called on to fill the time. With such short notice he gave the delegates an impressive and interesting talk—no telling what he would have done with proper notice.

The final speaker was H. J. Needham, Procter & Gamble Co., who gave a dramatic talk on "The Missing Link."

The annual banquet with Edgar A. Guest as speaker was the closing event of the program. It was decided to hold another joint convention in 1951 in Chicago. —*Wayne Wilson* ●

WEST VIRGINIA MEETS

SEVERAL hundred delegates and allied tradesmen gathered in Clarksburg, West Virginia, on April 27, 28 and 29 for the 33rd annual convention of the West Virginia Launderers and Dry Cleaners Association. The convention, the first held in Clarksburg in many years, opened with a golf tournament at the Clarksburg Country Club on Thursday afternoon and closed with a dinner and dance on Saturday night.

The convention business got under way with a showing of "Time for Living," which was followed by an address on the need for better salesmanship by C. R. Needham of Procter and Gamble.

Dr. Joseph B. Quig, E. I. DuPont research executive, spoke on modern fabrics and their effect on laundry and cleaning plants. A panel discussion was held in which four women guests questioned a panel of launderers and dryeleaners.

Fred W. McBrien, AIL president, spoke on the industry's declining volume and urged delegates to adjust their budgets to those of their customers' so that "they won't eliminate our business entirely." He stressed the importance of taking an active interest in government and legislation, particularly that which has a direct bearing on the laundry and dryeleaning industries.

New West Virginia officers, left to right: L. L. Martino, vice president; C. C. White, president, and Bill Hendricks, secretary-treasurer

Colonel Thomas M. Duff, Army Quartermaster Reserve Corps, discussed what will be expected of the laundry and dryeleaning plants in case of another national emergency.

Officers elected were Claybert C. White, H. & W. Cleaners, Welch, president; L. L. Martino, Sanitary Laundry & Dry Cleaning Co., Clarksburg, vice-president; and Bill Hendricks, Unique Cleaners, Bluefield, secretary-treasurer. ●

Can YOU Send Out This Memo?

Business today depends on aggressive selling and customer satisfaction. And the basis of that customer satisfaction depends on washroom results. Keeping whites sparkling bright, colors sharp and brilliant is as important to customers as proper replacement of buttons, careful mending, and expert finish.

Build a better business. Offer your customers whiter whites, brighter colors, and better quality all the way through.

Thompson-Hayward "Use-Tested" Detergents will produce quality work. Our salesmen-servicemen will welcome the opportunity to demonstrate this fact to you.

THOMPSON-HAYWARD "Use-Tested" DETERGENTS

For More Business Tomorrow Put Thompson-Hayward Detergents To Work In Your Washroom Today

Wash-Tex
Eliminates use of soap on greasy rags and overalls. Highly effective as a break powder on colored and white work.

Hy-SOL
Medium pH

Ultra-SOL
High pH

NU-SOL
Mild pH

These quality soap builders supply all the necessary properties of a complete detergent. They assure quick wetting and colloidal action, emulsify mineral oils, saponify fats and vegetable oils, neutralize acid dirt and prevent redeposition of soil.

DIS-PER-SOL
Designed to give maximum soil removal on the break.

P. M. Soap
A complete soap for use dry on the wheel.

THOMPSON-HAYWARD CHEMICAL COMPANY

LAUNDRY DIVISION KANSAS CITY, MISSOURI

MINNEAPOLIS • OKLAHOMA CITY • N. LITTLE ROCK • SAN ANTONIO • DES MOINES • DAVENPORT • NEW ORLEANS • ST. LOUIS
HOUSTON • DALLAS • WICHITA • MEMPHIS • CHICAGO • OMAHA • DENVER • TULSA

Laundry News Notes

GRANTS PASS, ORE.—The Grants Pass Laundry has been sold to C. E. Lucas and associates. Henry M. Mahan is local manager.

HARLOWTON, MONT.—Linc's Cleaners and Laundry is now open for business in its new quonset-type building.

AINSWORTH, NEBR.—Mr. and Mrs. L. E. Finley have purchased the Ainsworth Laundry from Mr. and Mrs. George Manes.

HASTINGS, NEBR.—The Queen City Laundry and Cleaners have been incorporated. Authorized capital stock of the corporation is $50,000.

LAKEVIEW, ORE.—The Lake County Laundry has been sold by Charles F. Porter and Glen Fabrick to Russell Marshall and Ace Clemens.

MEDFORD, ORE.—The Medford Domestic Laundry and Dry Cleaning plant has been purchased by A. A. Dumas. Dumas' son Murray will be affiliated in the business with his father. Dumas took over the business on May 1.

EDMONTON, ALTA.—New shirt finishing equipment has been installed at Shirt Service, Ltd.

PROSSER, WASH.—Bert Tieson has bought the Prosser Laundry.

CHESTER, MONT.—A modern laundry and drycleaning plant has been constructed for Nick Laas.

BUHL, IDAHO—Gordon Carlson, manager of the Buhl Laundry and Dry Cleaners, has returned from a three-month course at the NICD school.

TERRANCE, B. C.—The Terrance Laundry has now opened for business.

TAMPA, FLA.—Vogue Cleaners and Laundry, Inc., are offering space on each of their seven trucks to promote civic activities.

MELBOURNE, FLA.—The new Seven Hour Dry Cleaners and Laundry held an open house to celebrate their opening.

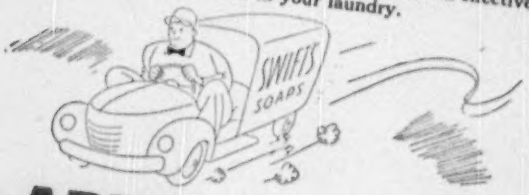
NORFOLK, VA.—Construction has begun on the newly formed Dart Dry

SWIFT'S SOAP TEAM!

Swift & Company

We're READY with quality soaps for every laundry need! You can always find the right soap for the job in Swift's complete line. Whether you need soaps for heavy soil, for a break, for low temperature washing or for almost any other specialized requirement, Swift's Soap Department is at your service. You can't buy finer soap products anywhere.

WILLING to continue Swift's research laboratory activities to develop better products for your purpose! Our Technical Laundry Service Division is working daily on soap and laundering problems. This means that Swift Soap products always have the quality and effectiveness to help you get better results in your laundry.



And ABLE to give fast service from Swift distribution points coast to coast! You can order any of the fine soaps listed below and expect immediate delivery. Remember—use good soap and enough of it! Good soap promotes economy for you... better service for your customers.

White Ribbon Chips & Powder
Guaranteed Laundry Powder
Formula S Powder
Vertex Flakes
Break-O Powder
Plus many other specialties
to meet your specifications.

Call SWIFT first
for soaps

Superior Shirt Finish assured with

HEADS CANNOT BE MARRED BY ZIPPERS • SNAPS • BUTTONS

LUXURIOUS-LOOKING, SMOOTH FINISH

- Stainless steel heads, together with Troy's patented cam action, provide the perfect finish to shirts and other apparel. You and your customers will notice the difference!

THREE TIMES HARDER THAN ANY OTHER PRESS HEADS

- *The only complete answer* to finishing shirts and other apparel with buttons, snaps, or zippers. Stainless steel heads can't be scratched or pitted.

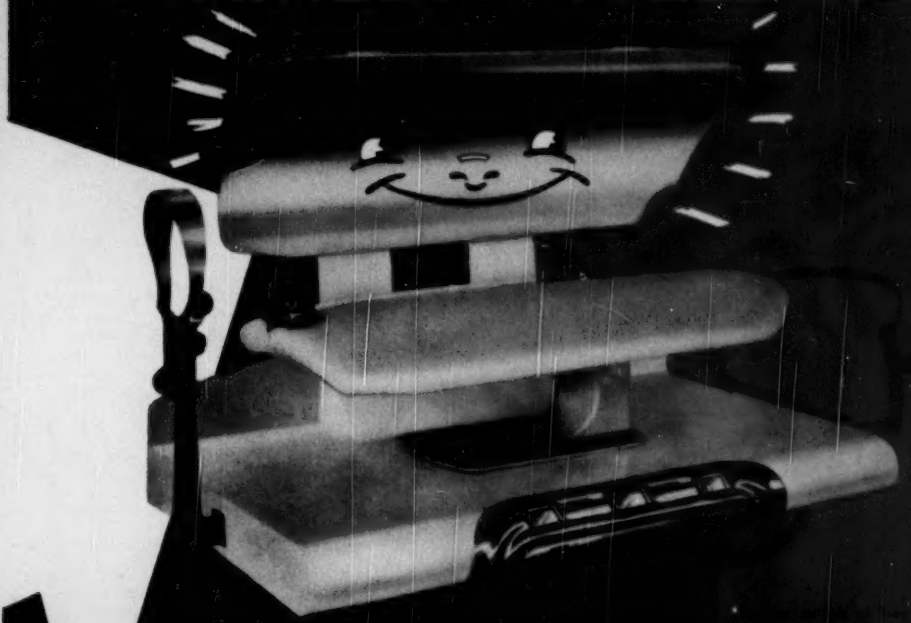
WON'T DULL IN APPEARANCE WITH AGE

- Troy stainless steel heads are corrosion-proof. Their brilliance is not affected by laundry-room dampness!

ROCKET-HIGH QUALITY

ROCKET-FAST OPERATION

STAINLESS STEEL HEADS



SEND FOR FREE CATALOG

TROY
ROCKET
LAUNDRY
PRESSES

TROY LAUNDRY MACHINERY
DIVISION OF AMERICAN MACHINE AND METALS, INC., EAST MOLINE, ILLINOIS
In Canada: American Machine and Metals (Canada) Ltd., 1144 Weston Road, Toronto 9, Ont.

Cleaning and Laundry Corp. Its owners are investing $65,000 in the new business.

WASHINGTON, D. C.—At the annual meeting of the Laundry-Dry Cleaning Association of the District of Columbia, the following officers were elected to serve: president, John K. Witherspoon, Dupont Laundry, Washington; vice-president Sam E. Harper, Jr., Banner Laundry, Alexandria, Va.; secretary-treasurer, Wilbur H. Balderson, Washington; assistant treasurer, Vergne W. Potter, West End Laundry, Washington. Directors are Maurice G. Long, Pioneer Laundry, Washington; Roland Berger, Q & S Laundry, Bladensburg, Md., and Joseph Fradkin, American Laundries, Inc., Washington.

SALISBURY, N. C.—Because of its outstanding safety record, the Salisbury Laundry was awarded the Labor Department's Certificate of Safety Achievement.

SAVANNAH, GA.—One man was badly hurt and five others were injured in a boiler blast at the Peachtree Laundry.

LITTLE ROCK, ARK.—An open house marked the formal opening of the new plant of Acme Laundry & Cleaners. Souvenirs and orchids were provided for guests.

JACKSON, MISS.—The Jackson Steam Laundry recently received an outstanding safety award for completing 292,600 man hours in 12 months without a single lost time accident.

SAVANNAH, GA.—The Department of Agriculture is building a $20,000 laundry plant for the purpose of running tests on mothproofing agents.

ST. PETERSBURG, FLA.—A new laundry is to be built for the Mound Park Hospital. Until the new plant is built some commercial firm in the city will handle the hospital's laundry.

ROANOKE, VA.—The Magic City Laundry recently held an open house which was attended by 800 to 1,000 people. H. Dornin is now in charge of the plant.

Two new laundries recently opened for business in this city, the Fast Service Laundry and Cleaners and the Puritan Laundry and Cleaners.

MANHASSET, N. Y.—The Vanity Fair Laundry recently played host to visiting children from the Munsey Park School.

PHILADELPHIA, PA.—Ray Krull, right, of the Tribune Laundry, Philadelphia, and president of the Laundry

Board of Trade of Philadelphia, is shown conferring with John Ernst from Boy Scouts of America headquarters regarding laundry service to be provided for 47,000 boys at the Scout Jamboree to be held at Valley Forge in late June.

NEPTUNE, N. J.—The new Seashore sales office of the Morey La Rue Laundry Company has been formally opened. Drive-in facilities have been provided.

BARTON, VT.—Roger Prevost, who is building a new plant to house his Barton Dry Cleaning business, plans to include laundry equipment in the new structure.

TEMPLE, PA.—Lawrence A. Botch has filed notice that he intends to open the Temple Cleaners and Laundry at 4864 Eighth Avenue.

YARMOUTH, N. S.—The Yarmouth Laundry and Cleaners, Ltd., has undergone a change in management. Major John E. Campbell is newly-elected president of the company, and has been appointed general manager. Mrs. W. E. Utley was elected vice-president, William S. MacFarlane was elected treasurer, and Peter L. Judge remains as director and secretary. Other directors include Dr. D. R. Sutherland and John K. Taylor.

BRATTLEBORO, VT.—Fire of unknown origin destroyed the Deyo Laundry, incurring damage estimated at $12,000 to $15,000. The owner, Harry F. Deyo, says that means will be improvised to carry on the business.

DANBURY, CONN.—A certificate of incorporation has been filed by the Acme Laundry, Inc., to operate with a capital stock of $50,000. Incorporators are James A. and Sarah E. Coyle and Theodore A. Gemza.

CORONA, N. Y.—The Belle Shirt Laundry, Inc. has declared itself bankrupt.

TROY, N. Y.—Mrs. Mary F. Cone has filed an action in the Supreme Court for Albany County to seek the dissolution of the partnership which operates the Quality Laundry, 600 Second Avenue.

WESTON, W. VA.—The Weston Laundry is constructing an addition to its building.

INDIANAPOLIS, IND.—At the annual business meeting of the Indiana Laundry Owners Association, the following officers and directors were elected: Directors: George L. Foley, Gary; Walter Jones, Fort Wayne; and Victor K. Larsen, Terre Haute. Officers elected are president, Cecil P. Jannsen, Eastport Laundry, Michigan City; vice-president, George H. Bender, American Laundry & Dry Cleaning Co., Lafayette; treasurer, Ralph Heath, Jasper Laundry Co., Jasper; executive secretary, J. D. Crittenberger, Indianapolis.

PORT HURON, MICH.—The Troy Laundry has purchased a corner property adjoining their plant. A building now on the corner will be remodeled for laundry use.

WAYNE, MICH.—Sam and Max Schwartz, proprietors of the Wayne Cleaners and Laundry, have installed a complete, new cleaning plant.

OBLONG, ILL.—Mr. and Mrs. Ed Burkart have purchased the B & C Laundry from Mr. and Mrs. Oren K. Baker and Mr. and Mrs. Oral Correll. The name of the plant will be changed to the Oblong Laundry.

LAPEER, MICH.—Pending approval of the state legislature, a new laundry will be constructed at the Lapeer State Home and Training School.

CINCINNATI, OHIO—The Peerless Linen Supply Co. has been sold to the Model Laundry. Included in the purchase are the business, equipment, building lease, and good will of the Peerless company.

CHICAGO, ILL.—At the annual meeting of the Chicago Laundry Owners Association, the following officers were elected: president, N. C. J. Christiansen, Central Wet Wash Laundry Co.; vice-president, Samuel Levitetz, Great Western Laundry Co.; treasurer, L. H. Mains, Up-To-Date Laundry Co.; directors, J. G. Shaw, The Best Laundry & Cleaning Co.; M. B. Romeiser, Jewel Laundry, Inc.; Sol Stone, Rainbow Laundry, Inc.; R. S. Melichar, Atlas Wet Wash Laundry; M. D. Tiersky, South Shore Laundry; A. F. B. Klein, Antiseptic Laundry.

(Continued on page 58)

Check THESE HUEBSCH ADVANTAGES

Before Buying Laundry or Dry Cleaning Equipment

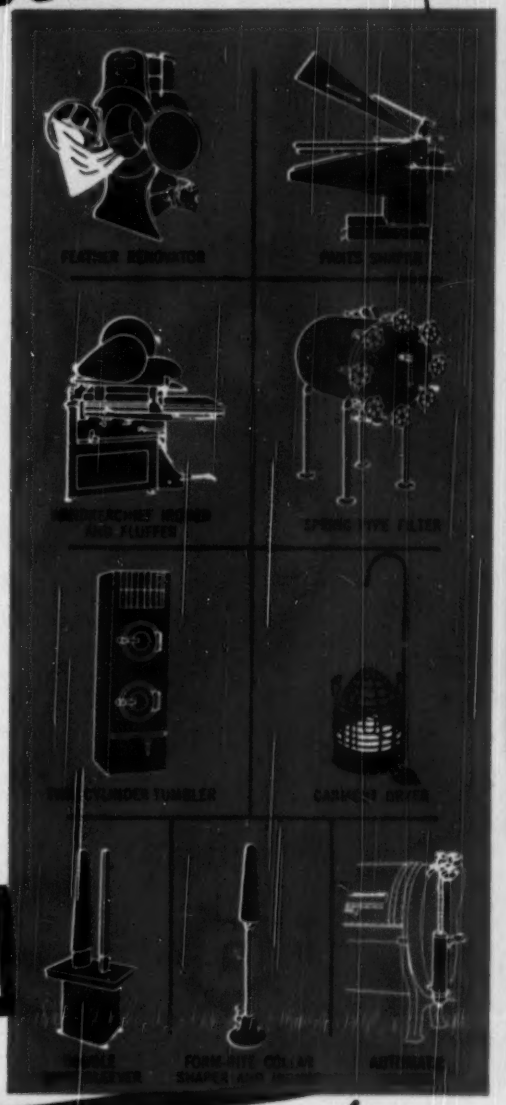
- ✓ PROVED DEPENDABILITY
- ✓ LOW INITIAL COST
- ✓ LABOR SAVING OPERATION
- ✓ LONG RUN ECONOMY

You get more from Huebsch equipment . . . greater production at lower cost.

Everywhere, Huebsch *proved* performance . . . and Huebsch *well-known* acceptance . . . make Huebsch the wanted equipment.

Get all the money-saving, money-making facts. Ask your local Huebsch representative for free literature and details or write, wire, or phone us direct.

More than
70,000
HUEBSCH TUMBLERS
Now In Daily Use



HUEBSCH *Originators*

HUEBSCH MANUFACTURING COMPANY • 3775 North Holton Street, Milwaukee 1, Wisconsin

(Continued from page 56)

OKLAHOMA CITY, OKLA.—The Oklahoma Operating Company has announced the appointment of Jack K. Yates as manager of the New State Towel and Linen Supply plant. Yates has had 20 years of experience in the laundry industry. After having started his career at the Hollywood Laundry, he spent 15 years with Southern Service, Long Beach, Cal. First with Southern Service as sales manager, Yates was soon promoted to district manager and served four years in that position with that firm's six San Diego plants, and three years in supervision of their six Long Beach plants.

R. F. J. Williams, Jr., owner and president of the Oklahoma Operating Company, states that he expects the New State service to be considerably extended with Yates' appointment.

GARDEN GROVE, CAL.—Omer Vanneste and Walter Tunstead recently established Van's Cleaners and Laundry Service at 10171 Garden Grove Boulevard. Tunstead, of Long Beach, was formerly with the Busy Bee Cleaners in Anaheim and the Carson Cleaners in Lakewood.

SAN FRANCISCO, CAL.—A permit to operate a laundry at 1020 Steiner Street has been granted to B. C. Pon.

KINGFISHER, OKLA.—Mr. and Mrs. Thomas B. Forrester have purchased the Achimon Laundry from Mr. and Mrs. Dick Achimon.

FORT WORTH, TEXAS—New washroom and shirt finishing equipment has been installed at the Back Us Laundry and Dry Cleaning Co., 1553 W. Berry.

ALBUQUERQUE, N. M.—A new $218,113 laundry is now in operation at the Sandia Air Base. Employing between 40 and 50 persons, the plant will handle laundry for 5,000 men and their organizational equipment.

SAYRE, OKLA.—The Sayre Steam Laundry and Dry Cleaners recently celebrated their fifth anniversary. The firm is owned by Claude Triplitt.

GARDENA, CAL.—C. B. and F. B. Wiley have sold the Gardena Laundry to Lew Yuen.

DENVER, COLO.—Gustav W. Anderson, Silver State Laundry Co., recently completed a 16-week course in laundry operation and management at AIL headquarters in Joliet, Illinois.

HOUSTON, TEXAS—Officers of the Houston Laundries & Cleaners Exchange, Inc., for 1950-1 are: president, Albert Lewis, Courtesy Cleaners; vice-president, Ray Pell, Rice Hotel Laundry; vice-president, Floyd Thorn, Inceda Laundry; secretary-treasurer, H. B. Springfield, Houstonian. Dan Brown is executive secretary of the group.

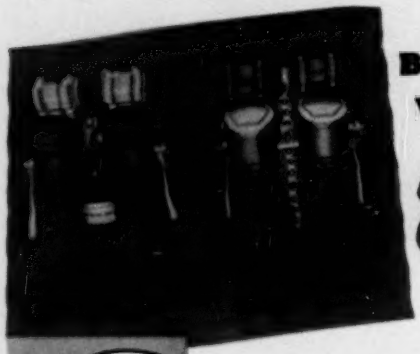
ONAGA, KAN.—All the equipment of the Eze Laundry has been sold at a public sale.

LOS ANGELES, CAL.—The Airway Laundry has been purchased by David L. Simon from Cathleen M. Rosenstein, administratrix of the estate of the late Frank Rosenstein.

SAN JOSE, CAL.—The Diamond Laundry is constructing a $19,500 building.

ELSWORTH, KAN.—Much of the equipment of the Elsworth Laundry is being overhauled or replaced.

SCOTT CITY, KAN.—The Scott Home Laundry has moved to 211 Elizabeth St., it was recently announced by Mrs. Chris Kimminau. The new building affords more room and better working facilities.



BRING YOUR WASHROOM *Up to Date!*

Typical Float Type Installation Above. Both types available in two sizes: Standard, for washers up to 42x73"; Outsize, for washers up to 44x120".

Modern Water Measurement Can Save You Plenty!

We know you progressive washroom operators are aware of the high cost of water, soap and other supplies. Ten to one you're fighting the climbing costs of fuel used in routine water heating, PLUS the heating of wasted water. Time spent in making frequent manual adjustments is wasted, too, especially when too much water enters the washer and you have to dump the excess—water, fuel, soap, supplies and time—right down the drain!

Old time water measurement methods can be eliminated and wastage stopped. And you can gain the added dividend of better, more uniform washing. That's through the installation of Chace Automatic, Float or Dial Type Valves on every washer in your plant, new or old. Call your laundry supply and equipment house today; they'll gladly advise you as to the type and size suited to your conditions. In addition, we'd like you to have our 12-page booklet on costs of wastage and the advantages, operation and features of Chace Automatic Valves. Just write us a note—no cost or obligation.

W. M. CHACE CO.

SPARKETTE

WASHROOM OPERATIONS

SPARKETTE, a newly-developed product, is *different from any alkali or soap you ever used . . .* because it's double-acting! SPARKETTE takes care of your soap and alkali requirements at one and the same time. You can use it through your entire formula . . . without the need for separate alkalis or soaps!

SPARKETTE gives you lots of foaming, penetrating suds* . . . but no synthetic soap is present. It gives you the highest alkalinity ever offered in a complete detergent . . . contains no soda ash and no clay. Helps you to maintain the right pH values.

This amazing new detergent works quickly in your washroom . . . brightens the most heavily soiled fabrics. With SPARKETTE, you can do a better cleaning job, and still cut down your operating costs. Get SPARKETTE from your nearest distributor today!

**In several plant tests, SPARKETTE's carry-over was so good that by using 1 lb. per 300-lb. load more in the break than the pound per hundred recommended, no more SPARKETTE or soap was needed in any of the 3 operations which followed.*

★ **Your washmen have fewer supplies to carry and can handle more wheels.**

★ **You have fewer soap tanks to build.**

★ **You can reduce your inventories.**

★ **You can use SPARKETTE in any of your formulas—possibly shorten them.**

★ **Your washmen do not have to spend time watching the suds level. SPARKETTE gives the same suds for all loads of the same size and classification.**

★ **You can use SPARKETTE in solution or dry-to-the-wheel.**

★ **SPARKETTE dissolves and works speedily in hot or cold water.**

PENN SALT

MAIL THIS COUPON FOR VALUABLE FREE BOOKLET!

Laundry & Dry Cleaning Department, Pennsylvania Salt Mfg. Co.
2065 Widener Building, Philadelphia 7, Pa.

Dear Sirs:

Please send me your free booklet, "How to Simplify Washroom Operations."

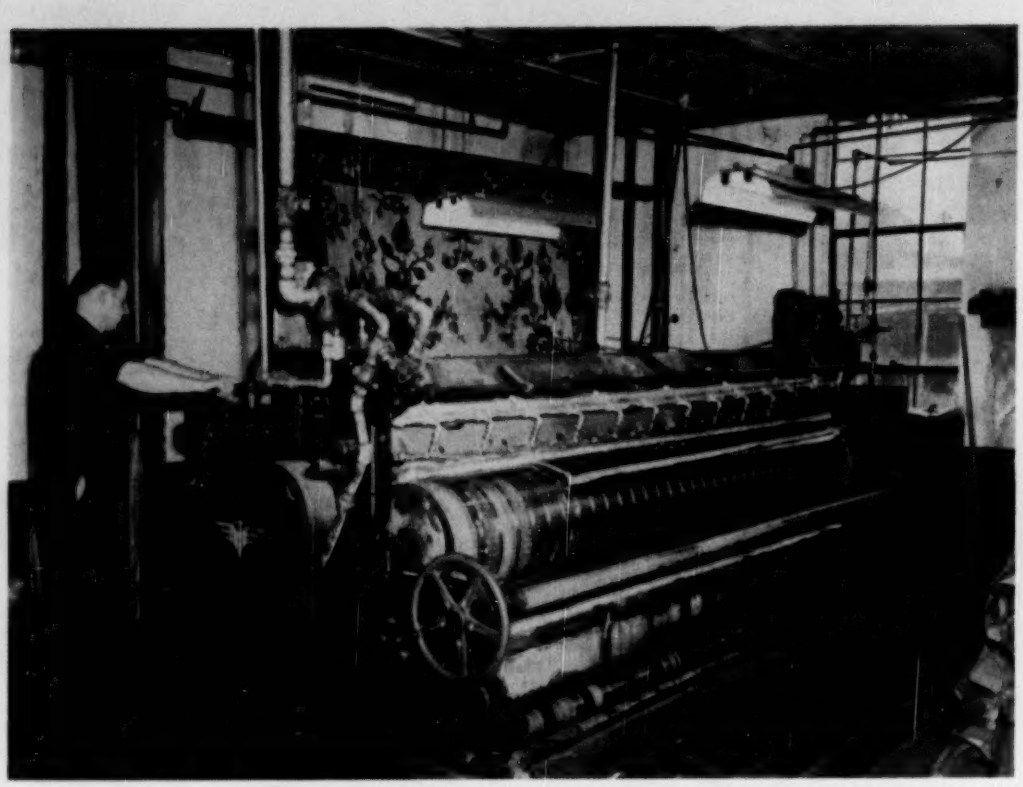
Name_____ Title_____

Company_____

Address_____

City_____ State_____

Cleaning Section



Movie of rug cleaning machine was feature of television spot ad. Cleaned rug in background is moving on conveyor to second floor dryroom

OFF THE FLOOR

New Advertising Slant and Television Promotion Spur Sales in Rug Cleaning

By JOHN J. DUNN

LIKE every other rug cleaner in the country, the selling problem faced by Leo B. Ahern, owner of the Prine Cleaners and Laundry of Ilion, New York, is simply persuading the housewife to "get the rug off the floor and into the plant." The sales approach —and a very successful one—that this up-state New York plantowner has adopted reflects some interesting ideas in the fields of both television and newspaper advertising.

In May of this year the Ilion plantowner reported that his volume in rug cleaning was running about 20 percent ahead of a similar period last year. In addition, the influx of rug orders this spring began about two weeks earlier than formerly. This advancement in the carpet cleaning season was especially apparent since lingering chilly weather delayed the normal peak period in the regular drycleaning department. Mr. Ahern attributes the heavier rug volume and the advanced sea-

you hear it everywhere

Hoffman 140-F units

give safety solvent cleaning

at lowest cost per pound

More than 1800 units in use

For use in any commercial establishment, Hoffman 140-F units provide the lowest possible operating cost per garment cleaned. Safety petroleum solvent operation costs as little as ½¢ per pound of garment.

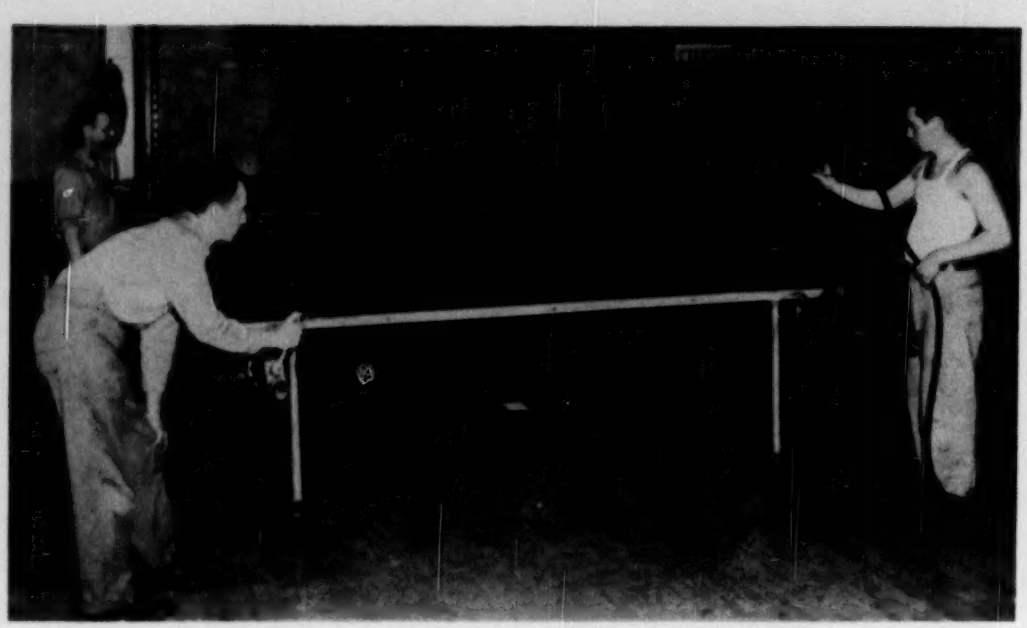
Illustrated above is the Model 35 unit for loads up to 35 pounds. Other Hoffman units for loads up to 200 pounds. Call your Hoffman representative—or write today—for the complete profit details.

Also available, Hoffman complete units for Stoddard petroleum solvent operation.

TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

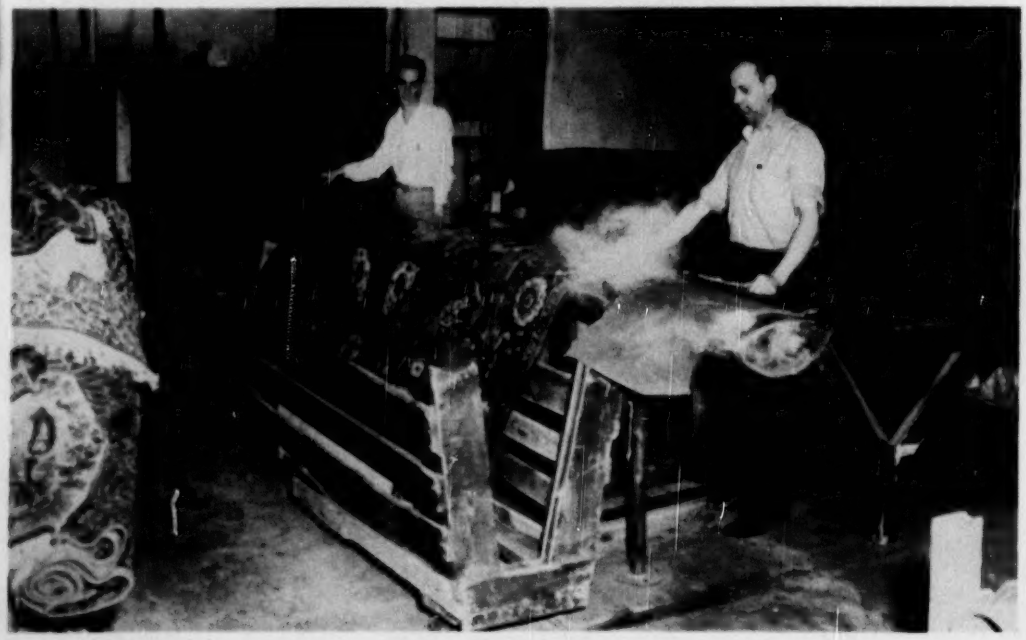


Cleaned rugs are stretched and sized on rolling frame in dryroom. Floor coverings above are on conveyor which passes them through dryroom

son to television promotion coupled with a new slant in newspaper advertising.

The Ilion plant is on the Utica television station for one minute twice a week. Promotion for rug cleaning began last February with a spot announcement built around a short film of the actual rug cleaning department. A spoken commentary described the scrubbing and rinsing operations of the machine and explained that the cleaned rug moved up to a second floor dryroom. (A film taken in the dryroom was not used because the light available was insufficient for adequate exposure.) The soft, easy action of the machine was

Before wrapping, nap is raised and appearance is improved by passing rugs over steam form. Rugs are rolled and packaged on table at right



Mrs. Mulligan was in a stew!

And I was in the soup!

She'd just had a rough time with Mr. M. because he'd found a double crease in his Sunday suit—fresh from the dry-cleaner . . . which is me.

I apologized to Mrs. Mulligan. Told her we'd do it over right away, and explained how once in a while even the best presser can start from the wrong pleat.

Then I asked her how she liked the cleaning job. She said she really didn't have a chance to notice. And that's when I managed to score a few good points.

I told Mrs. Mulligan how we use Du Pont "Ovalclene" detergent for everything we clean. I showed her how "Ovalclene" had brought out the brightness in her husband's suit, and the nice feel it had given the fabric.

Mrs. Mulligan cooled off when I began to talk. She even spoke up and said she'd never worry about our cleaning work as long as she knew we used Du Pont products.

I guess she passed the word on to her husband, too. Because lately I've noticed we're cleaning some new suits for Mr. Mulligan.

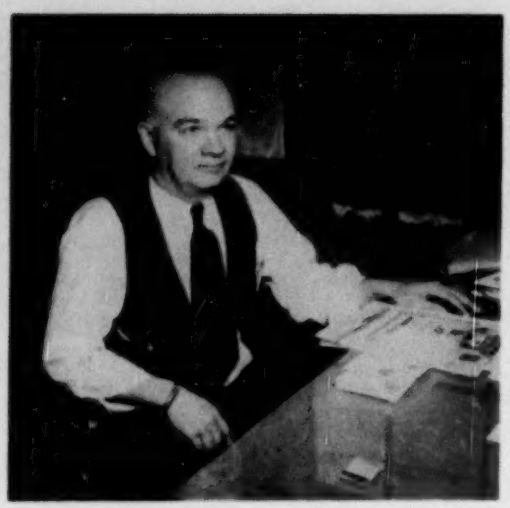
***Use Du Pont "Ovalclene"** in synthetic or petroleum units. And for a synthetic solvent that's safe to use, try nonflammable Du Pont "Perclene" perchlorethylene. Both products are fully backed by Du Pont research laboratories plus the practical advice and assistance of experienced Du Pont technical representatives. For complete information write to E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Department, Wilmington 98, Delaware*

DU PONT

"OVALCLENE" . .	dry cleaning detergent
"PERCLENE" . .	perchlorethylene solvent

DU PONT

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



emphasized in a closeup which showed one of the operators with his hand under the scrubbing brushes.

The Utica television station, the only channel available in the section, beams to an audience which includes about 18,000 receiving sets. With nine trucks and four stores, the Prine plant solicits business from about 250,000 of the 280,000 people in the trading area covered by the TV station. The Ilion rug cleaner pays $18 a minute for television time. From the comments of solicited housewives who mentioned having seen the advertisement, Mr. Ahern feels the medium has excellent penetration.

During the past season Mr. Ahern launched a new series of newspaper advertisements which related rugs to other situations where the need for cleanliness is widely accepted. In the past advertisements had emphasized the usual arguments for rug cleaning: health, beauty and longer life. The new series stressed the same points but approached them from a new angle. For example, one ad carried the line, "If they walked on your best tablecloth—," and then went on to explain that floor coverings are more expensive and much dirtier than table linens. Another ad in a similar vein posed the proposition, "Think what the outcome would

Above: Leo B. Ahern assumed complete ownership of firm in 1945. Besides rugs, plant handles laundry, cleaning, storage and many other services. Below Left: Advertisement features picture of girl as "stopper." Copy below points out advantages of having rugs cleaned in the plant. Below Right: Another newspaper ad in series scheduled by Prine plant emphasizes care and gentle treatment given to rugs

YOU TOO CAN PROFIT FROM THIS TYPE OF TECHNICAL SERVICE . . .

STREET'S EMPLOY 30 OTHER FIELD TECHNICIANS TRAINED TO PERFORM WITH EQUAL EFFICIENCY

Robertsons

CLEANERS • DYERS • LAUNDERERS • HATTERS • FURRIERS

Sault Ste. Marie, Michigan

February 22, 1950

RECEIVED FEB 24 1950 R. R. STREET & CO., INC.

R. R. Street & Co., Inc.
561 West Monroe Street
Chicago 6, Illinois

Gentlemen: ATTENTION: Mr. Ernie Heidersbach

It is a distinct pleasure to be able to write telling of our complete and unadulterated enthusiasm for your Mr. Al Graham, Jr. and the truly remarkable help he was to us while here in Sault Ste. Marie.

I have been in the dry cleaning business for many years and there has never been anyone who has visited us from a service viewpoint who has been so well qualified and who has done so thorough and complete a job.

I congratulate you on having someone representing you of this high calibre and I can assure you that while I have always held Street's products in high regard, from now on, they will occupy a paramount place in my list of products most to be desired.

Mr. Graham went about his work in a very businesslike manner, met with our employees easily, instructed them, analyzed operations, probed into our weak spots and set up remedies, all in the most practical and efficient way. We are indeed highly pleased. It was much more than we had hoped for.

Many thanks for the help that Mr. Graham has given us

With all good wishes,

Sincerely,

James Robertson

ROBERTSON'S LAUNDRY
Owner

POLAR BEAR REFRIGERATED STORAGE VAULT

THIS LETTER WAS UNSOLICITED

Ask your jobber salesman to request the service of a Street's Technician.

OUR FIELD SERVICE IS NATIONWIDE • A STREET'S TECHNICIAN IS NEAR YOU • WE INVITE YOU TO USE HIM AS A CONSULTANT

R. R. STREET & CO., INC.

561 West Monroe St., Chicago 6 — *Industrial Chemists* — SINCE 1876

Coming Soon . . . .

THE BOOK YOU'VE ALL BEEN ASKING FOR . . . .

THE FUR BOOK is for:	THE FUR BOOK gives:
The *drycleaner* or *laundryowner* who is beginning to handle furs or who plans to handle furs to build up and supplement his storage business	A complete explanation of fur cleaning. A practical self-teaching course in fur repairing and remodeling . . . with a set of sample jobs described step by step . . . plus a table of estimated costs. Basic techniques for making a fur garment.
The working *furrier*—beginning or experienced	General methods of making, repairing and remodeling a fur garment . . . with improvements devised by the author, tested in the field and accepted by leading furriers. Simplifications and improvements in let-out work and other standard techniques.
The department-store *executive*, the fur-department or fur specialty-shop *manager*, *buyer* and *salesperson*	A basic understanding of how fur garments are made . . . the advantages and effects of different methods. Keys to repair and remodeling possibilities and costs. Glossary of fur terms.
The *student* and *teacher*	The first full explanation of the working of the fur-garment industry by a teacher-practitioner . . . written so that everyone can understand it.

The author has trained over 2,000 furriers directly . . . many more through the pages of The NATIONAL CLEANER & DYER. Here he gives you a comprehensive fur course in one handy, inexpensive volume!

Convenient size for ready reference at work table or machine. Stiff cloth binding for durability.

We couldn't overestimate the VALUE of THE FUR BOOK. The PRICE is only $7.50!

. . THE FUR BOOK

A Practical Guide to Fur Maintenance, Repairing, Remodeling, Garment-Making

By DAVID G. KAPLAN

Fur Editor, THE NATIONAL CLEANER & DYER
Instructor, Fur Garment Manufacturing
Central High School of Needle Trades, New York City
Senior Instructor, Fur Garment Division
American-Mitchell—Sol Vogel School, New York City

The *only complete* book on the market on every phase of handling furs! Here is the table of contents:

PART I. BASIC TECHNIQUES

CHAPTER 1. Preparing for Production
- Dressing the Skins
- Assorting and Bundling

CHAPTER 2. Fundamental Skills
- Fur Cutting
- Fur Operating
- Operating the Fur Machine
- The Final Steps

CHAPTER 3. Production of Simple Garments
- Matching
- Trimming, Damaging and Cutting
- Operating
- Nailing
- Squaring
- Closing
- Finishing

PART II. PRODUCTION METHODS

CHAPTER 4. Pelt Layout Systems
- Patterned Layout
- Concealed-Seam Layout
- Black Persian Garments
- Assembled Furs
- Enlarging Fur Area

CHAPTER 5. Let-out Work
- Let-out Fundamentals
- Split-Skin Let-out Work
- Refinements of Let-out Work
- Matching Let-out Work

CHAPTER 6. Other Processing Techniques
- Final Conditioning
- Fur Cleaning
- Glazing and Dyeing

PART III. REPAIRING AND REMODELING

CHAPTER 7. Repairing
- Repairing Worn Edges
- Repairing Sags
- Replacing Worn Fur at Seat
- Repairing Spotted-Fur Garments

CHAPTER 8. Remodeling
- Preliminary Problems
- General Remodeling Procedure
- Changing the Fit
- Sling-Cape Remodel
- Remodeling a Persian Lamb Garment
- Fur Accessories

PART IV. FOURTEEN TYPICAL FURS

PART V. BUILDING A FUR BUSINESS

APPENDIX. Some Common Problems

GLOSSARY. Terms Used in the Fur Industry

WITH A COMPLETE INDEX FOR EASY REFERENCE

AND . . . about 200 *helpful* illustrations! Clear, explanatory diagrams and photographs — showing details of tools, techniques, processes, types of furs, sample jobs

ALL FOR ONLY $7.50 (POSTAGE PREPAID). TO ORDER YOUR COPY, FILL OUT THE COUPON—NOW!

The STARCHROOM LAUNDRY JOURNAL
304 East 45th Street
New York 17, N. Y.

☐ CHECK ☐ MONEY ORDER

Gentlemen:
Please send me *my* copy (postage paid) of The Fur Book, by David G. Kaplan, immediately upon publication.

Name .....

Firm .....

Address .....

City ..... State .....

IF THEY WALKED ON YOUR BEST TABLECLOTH—

You'd be pretty upset. And you wouldn't use a broom to clean it.

But everybody walks on your rugs, which cost more than tablecloths. A broom helps. You do your best with a vacuum cleaner.

Yet to be really clean again, your rugs need Prine Rug Cleaning—a process you would enjoy watching from start to finish—how your rug is gently scrubbed with many brushes in warm clean soft water with the purest soap, and then all the rest of the method which brings your rug back to you as clean and bright as new—yes, genuinely clean—clean enough to use on your table!

9x12 Domestic Rugs Cleaned and Sized $4.60

PRINE

CLEANING & LAUNDRY

Utica 2-4181 Herkimer 242
Ilion 824 Little Falls 48

★ *All Rugs Insured Against Fire and Theft*

Two-column ad, 5½ inches deep, depends on catchy opening line to attract attention. Notice how rug cleaning is related to tablecloth laundering

be if you neglected your hair as you do your rugs." This advertisement carried into a discussion of rinsing operations possible only in plant processed work, "Would you wash your hair and not rinse it?" A third display which featured a drawing of a baby in the bath pointed out, "Your rugs need cleaning too." The following copy emphasized the soft, gentle treatment applied to the rugs during cleaning. Three of the advertisements which were a part of the Prine Laundry campaign are reproduced on this page and on page 64.

"Good to see you, Joe. Say, by the way, how's the brother-in-law making out as your laundry foreman?"

In the upstate New York area, as everywhere in the country, Mr. Ahern feels that there is a large untapped potential in rug cleaning. The full realization of this market can be reached only through education—which is another name for advertising. The Ilion plantowner contends that there is more garment cleaning being done now than there was ten years ago not because people today are more fastidious, but because people are more conscious of the need for the service. A similar consumer acceptance is possible in rug cleaning—and good, consistent advertising will make it possible. ●

SLICK RAIL HANGER

ALONG the general lines of equipment and function, one laundry is very much like another, but any laundryman who visits plants around the country inevitably picks up ideas which are always interesting and sometimes useful. (Which, by the way, is one of the principal functions of a trade paper—to do some of the visiting and reporting a laundryman hasn't time to do himself.) These ideas might be termed rather sonorously as "new answers to recurrent problems in the industry" or, with candor, simply "gadgets."

G. Rolfe Scofield and Douglas O. Scofield, owners of the Crescent Puritan Laundry have devised a number of new gimmicks for speeding the flow of orders through their Rochester, New York, plant. Some of these ideas used in the laundry finishing department will be reported in a later issue of this magazine.

A number of plantowners in various parts of the country have experimented with carriers for moving garments into the finishing section over the slick rack. The Scofields have a carrier which is as neat as any and simpler than most. Skirts and trousers are piled over the horizontal arm of a device formed from a ⅜-inch steel rod. This horizontal arm is 17 inches long. One

Drycleaning manager of the Crescent Puritan Laundry with carrier the plant uses for transporting trousers and skirts to the wool finishers

beat seasonal rushes with Perklor!

Order Perklor in the Goldenrod and Blue Drum

With Dow's new stabilized perchloroethylene solvent—Perklor—you'll be able to keep abreast of seasonal cleaning rushes and *make these added sales mean extra profits.*

Perklor will improve your high standards of quality, too. Whites will be whiter and light shades will be sparkling bright. You'll actually "feel" the difference, too, for garments cleaned with Perklor feel *softer* . . . look newer.

In addition to these advantages, the new stabilized Perklor has the plus factor of low-cost finishing.

Prepare for seasonal rushes now . . . order the new Perklor today!

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

USE **DOW Synthetic Solvents**

PERKLOR
DOWCLENE
CARBON TETRACHLORIDE

DOW

CHEMICALS

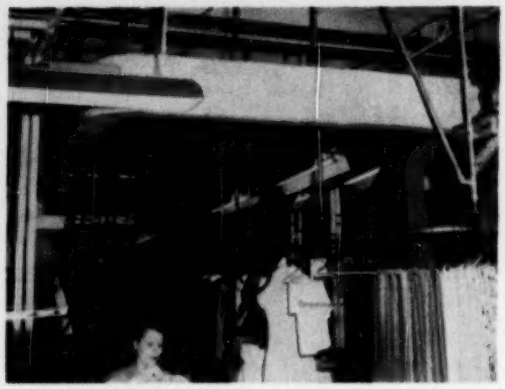
INDISPENSABLE TO INDUSTRY AND AGRICULTURE

Above Left: When loaded, carrier balances perfectly on slick line. Above Right: Operator blows out pockets of trousers by compressed air

side is bent at a right angle to the horizontal for about five inches and then slopes in toward the center so that the hook which slips over the slick rail is at the approximate midpoint of the load hanging below. Originally plain steel rods were used for the carriers, but later Monel plating was added when some difficulty was encountered with rusting of the untreated steel.

The need for a drying cabinet in the wool spotting section was filled by constructing a closed cabinet and piping over the exhaust air from the silk drying unit. The silk drying cabinet is equipped with an oversize fan to facilitate the flow of air through the insulated ducts. With the silk unit controlled at 120 degrees, the plant manager reports that less than 10 degrees in temperature is lost en route to the wool cabinet.

Crescent Puritan, which sells its cleaning at a price somewhat higher than the going rate in the community, adds some extra touches to its job. For example, all pockets are blown out with compressed air. The device used for this operation is a loop of pipe about eight and a half inches high and three inches across. The pipe has two large and three small orifices in the top. The pocket is slipped over the fixture and air is released into the pipe from a foot operated lever.—*John J. Dunn* ●



Wool drying cabinet in left background is heated with exhaust air from silk drying cabinet in right foreground. Note insulation on air pipe

STORAGEMASTER

The word that means profitable garment storage, with a minimum capital investment. Write today for complete information.

$695
f.o.b. Minneapolis

WALTER HAERTEL COMPANY
2840 Fourth Avenue South
Minneapolis 8, Minnesota

"To think I hired you away from my competitor!"

EVEN A TWO-GUN MAN NEEDS KNOW-HOW!

FOR
TWO-GUN SPOTTING . . . .
"SLOP" SPOTTING . . . .
PRESPOTTING . . . .

You still have to know the fundamentals! Gadgets have a useful place in the spotting department—but they can't substitute for a basic knowledge of spots and stains, spotting agents, techniques, fabrics.

For a solid foundation in the principles of spotting, get

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY
REVISED EDITION
by ALLEN O. FLIGOR and PAUL C. TRIMBLE

This basic textbook describes in full detail what methods and spotting agents are both safe and effective for removing specific spots and stains from specific fabrics. It gives tested methods, clearly and practically explained, for removing the many difficult stains that won't surrender to "two-gun" attack.

Before you start shooting—know your targets and your ammunition!

The STARCHROOM LAUNDRY JOURNAL
304 EAST 45th STREET
NEW YORK 17, N. Y.

☐ CHECK ☐ MONEY ORDER

Gentlemen:
Please send me my copy (postage paid) of The Spotting Manual of the Drycleaning Industry, Revised Edition.

NAME .....
FIRM .....
ADDRESS .....
CITY ..... STATE .....

Order The Spotting Manual now!

PRICE STILL ONLY $5.00

Engineering Section

DRY STEAM VS. WET STEAM

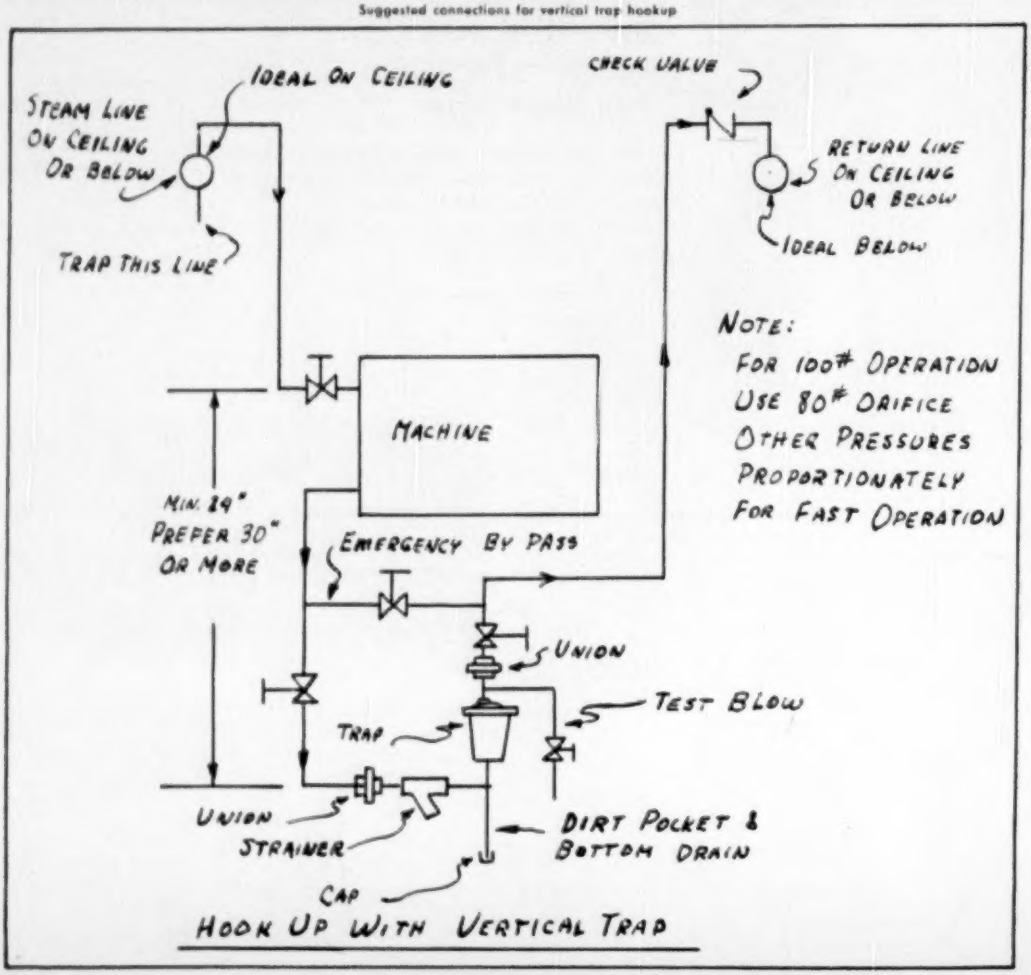
By J. G. BERGER, M.E., *Engineering Editor*

Consulting Engineer—N. J. Laundry and Cleaning Institute. Engineering Consultant—National Inst. of Rug Cleaners. Member—American Institute of Electrical Engineers. Member—American Society of Mechanican Engineers. Member—National Society of Professional Engineers. Member—American Academy of Political and Social Science. Member—Smoke Prevention Assn. of America, Inc.

A SHORT while ago several laundryowners were discussing labor and supplies at a convention gathering. No one was very much concerned as to whether the steam was wet or dry, 20 pounds less or 20 pounds more but complaints regarding slow performance were frequent. And no one seemed to realize that labor and supply costs are greatly influenced by the quality of the steam.

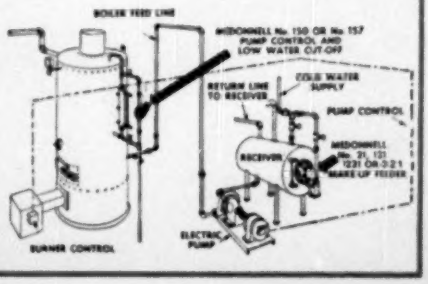
Steam must be 98 percent dry—must contain no more than two percent moisture if you want good re-

Suggested connections for vertical trap hookup



- Every control is furnished with gasket and screws ready to install.
- Special blocking plug keeps feeder in perfect condition until installation is completed.
- Note flange forms to fit most openings of existing tanks.

Drawing shows the McDonnell No. 21-121-221-321 used in combination with McDonnell No. 150 or 157 Pump Control. No. 150 or 157 starts and stops feed pump to maintain boiler water level within the close limits which assure best steaming efficiency and fuel economy. McDonnell No. 21 on receiving tank maintains water level in receiving tank for pump to draw on. This is the modern way to do the job. Ask about it.



—the way out of your troubles

If you've struggled with ordinary float switches or make-up feeders, you know how important it is to equip your receiving tank with a make-up feeder that works right *always*.

The McDonnell "21 Series," shown here, sums up the best of all we have learned in making hundreds of thousands of float operated devices. It's a quality control all the way through . . . generously designed, ruggedly built. It has the McDonnell cam-and-roller, straight-thrust stainless steel valve with powerful float action to seat it drip-tight against any water supply pressure up to 150 lbs. per sq. in. The valve is protected by a large strainer mounted on an easily removed plate for quick cleaning. Installed right on the receiving tank, the No. 21 feeds water directly into the tank as shown by the dotted line.

Typical of the care we have taken to assure dependable performance, a provision has been made to hold the float firmly in "down" position during shipment and installation. This is accomplished by a special blocking plug. Inserted in the plug (which you see at the top of the flange) is a brass rod of proper length to hold the float securely in extreme down position until the feeder is installed. When the installation is completed, the blocking plug is removed, and a solid plug (also furnished) is substituted. As a means of preventing injury to working parts during shipment, and therefore assuring good performance, this is a far more important feature than it might appear to be at first thought.

Notice that in the "21 Series" there is a flange available to fit practically every tank opening. All screws and gaskets are furnished right with the feeder to make a quick change-over. The only piping necessary is the ¾" cold water supply connection. If you are now using a float switch to control your feed pump, note the advanced McDonnell method of boiler water level control opposite which utilizes the "21 Series" with the McDonnell No. 150 or No. 157 pump control.

Write for bulletin containing complete details.

McDONNELL & MILLER, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

Doing One Thing Well

McDONNELL

Boiler Water Level Controls

CUTS COSTS

because it is easy to operate and maintain!

O & S Powermaster gives you cost-saving features like these . . .

1. **FUEL SAVINGS UP TO 30%.** Designed to operate efficiently with inexpensive heavy oils as well as light oils or gas. (Change oil to gas or gas to oil *in 10 minutes!*)
2. **LOW-COST MAINTENANCE.** Swinging rear and removable front covers make cleaning easy—without dismantling burner or controls. Also saves inspection time.
3. **AUTOMATIC OPERATION.** Ignited electrically with gas or light oil. Produces full steam pressure quickly. Operates only as steam is needed.
4. **PACKAGED DESIGN** saves installation costs. Delivered fully wired, factory-tested and mounted on steel base. No bricking required.

High and low-pressure units—15 to 300 H.P.—for light oil, heavy oil, gas or combination gas-oil firing. Free catalog mailed promptly—use coupon below.

ORR & SEMBOWER, INC.
Established 1885

Powermaster®
STEAM GENERATORS

ORR & SEMBOWER, INC.
890 Morgantown Rd., Reading, Pa.
Please mail latest catalog showing Powermaster's cost-cutting advantages.

Name _____
Company _____
Address _____

sults. The pressure must be maintained at around 110 pounds or else the presses, flatwork ironer, tumblers, etc., will soon show a declining production rate, no matter how efficient the employees may be.

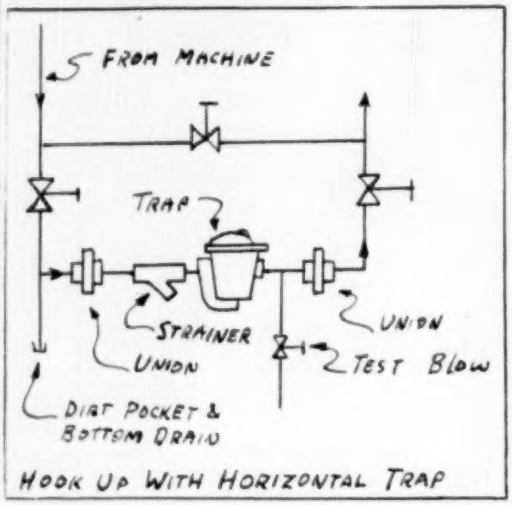
Perhaps a word of explanation will be of interest regarding wet steam and steam pressure.

On a press or flatwork ironer, temperatures of 325° are required if satisfactory production rates are to be secured. These are secured when the steam is dry and is at 100 pounds pressure at the machine. The following figures from the steam tables reveal a great deal about quality steam.

STEAM HEAT CONTENT

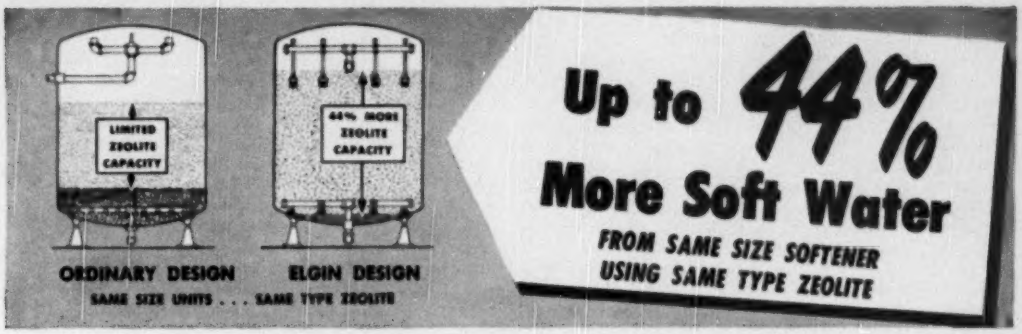
		Heat Content Above 32° F. Btu per lb.		
Gauge Pressure lbs./sq. in.	Temp. deg. F.	In Liquid	Latent Heat	Total Heat
75	320.3	290.4	894.2	1184.6
80	324.	294.5	891.2	1185.6
85	327.8	298.4	888.2	1186.6
90	331.9	302.2	885.5	1187.7
95	334.8	305.6	882.7	1188.3
100	338.1	309.	880.5	1189.5
105	341.3	312.4	877.4	1189.8
110	344.3	315.6	874.9	1190.5
115	347.3	318.8	872.4	1191.2
120	350.5	321.8	870.0	1191.8
125	353.0	324.7	867.7	1192.4

The above table makes clear that if your pressure at the presses or chests of the ironer is 100 pounds, then 338° maximum can be expected with 98 percent dry steam, for of the 2 percent moisture, each pound of moisture in the steam would contain only 309 heat units over 32° F., instead of 1189.5 Btu.



Suggested connections for horizontal trap hookup

Condensate leaving the press or ironer traps may be no colder than 300° F., leaving 300 − 32 = 268 heat units in it. Under these conditions each pound of moisture gives off only 309 − 268 = 41 heat units. Each pound of dry steam gives off to the press or ironer 880.5 latent heat units in the steam plus 41 in the water, a total of 880.5 + 41 = 921.5 Btu. This means that one pound of moisture in the steam gives off to the press,



Does it sound too good to be true?

Perhaps it does, but thousands of ELGIN "Double-Check" installations say it's so!

Two ways to cut softener costs with the "Double-Check" principle

One way is to install an Elgin "Double-Check" Softener — or you can have the "Double-Check" manifold equipment applied to your present softener — *any make.*

Our District Engineer will be glad to show you how your present water softener can be modernized. Many softeners equipped with the "Double-Check" manifold and Elgin high capacity zeolites are delivering 3 to 10 times more soft water.

Far more soft water from a softener costing no more to buy, and less to operate, *does* sound "too good to be true." Many operating men have felt that way about it, but when all the cards were down the net result in most cases was the purchase of an Elgin "Double-Check" Softener . . . or the installation of "Double-Check" equipment to modernize and step up the capacity of their present water softeners.

We would like to have *you* ask us to prove our case. Meantime, glance for a moment at the diagrams above which point out the big basic improvement in Elgin design. The important point is that a softener employing conventional manifolds is constrained to a shallow zeolite bed and a slow back-wash rate to prevent the escape of zeolite. This handicap is removed by the ingenious and exclusive Elgin "Double-Check" manifolds which prevent escape of zeolite even with a deep zeolite bed and a high back-wash rate. The extra zeolite gives extra water softening capacity of course, and the higher back-washing rate means better cleansing of the zeolite; thorough regeneration; higher efficiency.

It's as simple as that, but we repeat that we would like to have you insist that we prove our case in terms of your plant. We would like to show you that the Elgin "Double-Check" offers not only more in performance, but also more in quality. We also want to explain our broader servicing program that assures peak performance and lasting satisfaction. Coupon brings all the facts.

ELGIN SOFTENER CORPORATION, 150 N. Grove St., Elgin, Ill.

NEW ZEOLITE
will put new life in your water softener

All types of zeolites furnished. Write for information on type needed.

ELGIN
ECONOMICAL WATER CONDITIONING

Please send bulletin giving information about:
☐ Elgin Water Softener ☐ Zeolites
☐ Modernizing our water softener

Name_____
Company_____
Address_____

Mail to Elgin Softener Corp., 150 North Grove Street, Elgin, Illinois

SOFTENERS • CHEMICAL TREATMENT • FILTERS • BOILER WATER CONDITIONING

ironer or tumbler only 4.45% of the heat that could be expected if the steam were saturated.

From this it is evident why dry steam and steam of the correct pressure cuts the labor cost for each operation. Dry steam gives you more heat and correct pressure provides the right temperature, and the combination enables a good operator to get fast production.

Now even if you do get the right steam to your equipment, you must properly remove the condensate.

If a good reliable make of trap is used, if the connections are hooked up as shown in the drawings, if the traps are properly serviced, and if the orifices suit the pressure, then results will be obtained. Connections should be about as shown on the sketches.

Condensate may also be removed by use of a condensate return system. There are manufacturers who supply condensate return units that tend to evacuate or suck out the condensate from the machine through an orifice, thus requiring no traps.

If either method is properly installed and the steam is right, labor will be at a minimum, quality will be good, and as quality steam assures sufficient hot water, supplies also will be at a minimum.

In the September, 1949, issue of STARCHROOM LAUNDRY JOURNAL we discussed "Water in Laundry Practice," and it is interesting to note that every grain of hardness consumes 1½ pounds of soap per 1,000 gallons of water. Likewise, one pound 13 ounces of 50/50 soap and builder mixture are wasted per 1,000 gallons of water for every grain of hardness. At present day prices a neat saving can be made if the water is softened—not only in soaps and detergents, but in actual water used. Less soft water is required for clean rinsing than if hard water were used. ●

TESTS ON COLORED FABRICS

TECHNOLOGISTS of the American Association of Textile Chemists and Colorists, after a five-year investigation, have concluded that modern laundry techniques, as generally practiced, are susceptible of further improvement. Facts have been revealed which indicate how these improvements may be made. These facts are of interest to the laundry industry, to the processors of the many fabrics which go into articles of clothing, and, of course, to the ultimate consumer who is the customer of both industries.

Technical knowledge in the laundering industry has developed to the extent that much is known of the effects on the textile materials of detergents, mechanical action, temperature and time factors. The laundry industry is, however, very widely distributed in many relatively small units and is beset by the usual economic factors. Accordingly there is a great variety of approaches to a technical problem on the part of many operators who are not technically trained.

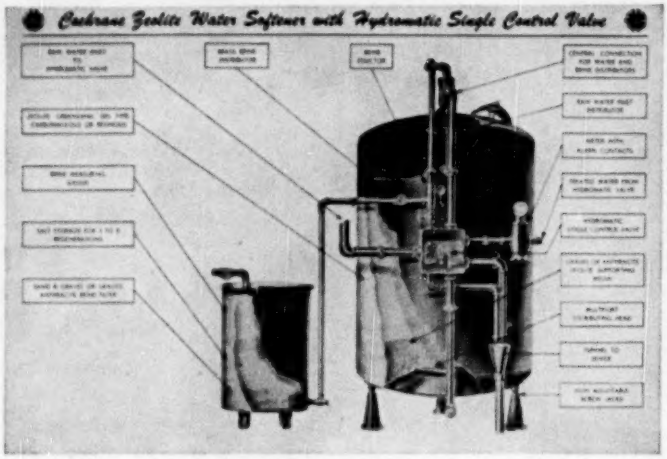
Shortly after it was founded, the A.A.T.C.C., as part of its general program of developing test methods, attacked the problem of setting up a test for wash fastness of textile materials which should predict behavior of those textiles in commercial laundering. Committee

COCHRANE HYDROMATIC

The Valve That Makes Ordinary Zeolite Softeners Outmoded

The Cochrane Zeolite Water Softener delivers water of zero hardness by the soap test. All commonly known zeolite minerals, such as synthetic, and high and low exchange green sand types can be furnished. Automatic operation with Cochrane Hydromatic Single Control Valve (the simplest and most positive single control valve ever built—six valves in one), makes possible economies in amount and cost of zeolite minerals. Cost of labor attendant on manual operation is eliminated. For sodium cycle or hydrogen cycle operation.

Write for descriptive literature



87 YEARS OF SERVICE

COCHRANE

Cochrane Corporation
3101 N. 17th Street, Philadelphia 32, Pa.

Please send me a copy of your publication describing the Cochrane Zeolite Softener, for automatic or manual operation.

Name_____

Title_____

Firm_____

Address_____

City_____ Zone____ State____

"HOTTER, SOONER" SAVES YOU MONEY

Yarway Impulse Steam Trap with new stainless steel body.

Yarway Impulse Steam Traps get equipment hot and into production *faster*. Extra profits!

Then they keep it *continuously* at peak operating temperatures for maximum production. More extra profits!

What's the reason for *hotter, sooner?* Just this. When steam is turned on, Yarways open wide, discharging the air and condensate *in a hurry* — closing only when steam arrives. Then, when operating temperature has been quickly reached, the little valve (only moving part) literally *floats on the load*... discharging heat-retarding condensate as soon as it forms instead of waiting for quantities to accumulate. Thus equipment is held at peak operating efficiency.

Other economical features of Yarway traps—minimum maintenance, easy installation, low initial cost.

More than 600,000 Yarways have already been installed. Sold by distributors throughout the world.

Try a Yarway today... standardize on Yarways tomorrow.

YARNALL-WARING COMPANY
129 MERMAID AVENUE, PHILA. 18, PA.

Nest of Yarway traps installed with Yarway Strainers on cloth dryer. Note small space required

Stainless Steel Body

YARWAY IMPULSE STEAM TRAP

NEW HIGH CAPACITY ZEOLITES

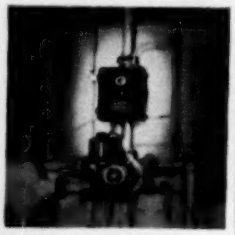
GIVE UP TO 10 TIMES MORE SOFT WATER!

Now it pays you to modernize your present water softener. Newly discovered zeolites can give it up to *10 times* its previous capacity . . . and as much as 50% greater flow rate!

PERMUTIT AUTOMATIC WATER SOFTENERS GIVE ZERO WATER . . . SAVE YOU MONEY

Permutit's modern design and fully automatic operation guarantee you a constant supply of pure, zero-hard water. Good water gives perfect washes with a minimum use of soap. And Permutit's automatic controls make costly hours of labor and attention a thing of the past.

Write for full information to The Permutit Company, Dept. SL-6, 330 West 42nd Street, New York 18, N. Y., or to Permutit Company of Canada, Ltd., Montreal.



PERMUTIT®

WATER CONDITIONING HEADQUARTERS FOR 37 YEARS

activity which was primarily concerned with color fastness resulted in the development of a piece of mechanical equipment, eventually called the Launder-Ometer, which permitted 20 tests to be run at one time under controlled conditions. By suitable adjustment of the equipment and test methods a standard test was set up to approximate the effect of five commercial launderings.

More Tests Necessary

Some five years ago it became evident that complaints of poor wash fastness were becoming increasingly frequent involving cloth so processed as to pass the Launder-Ometer test. After preliminary investigation of some of these complaints the Research Subcommittee on Fastness to Washing organized a comprehensive program planned to determine the facts. Forty-one different commercial cloths were selected—18 of which were piece dyed, five yarn dyed and 18 printed. These were subjected to tests at eleven commercial laundries, in eight different types of home laundering equipment, and in the Launder-Ometer—30 consecutive washings being made in each case with samples collected for inspection at regular intervals. Four thousand yards of material in 15,000 individual pieces were involved in the tests. Twenty-five thousand gradings had to be made.

After all this work had been done a number of facts stood out clearly. In the first place there was demonstrated that some of the laundries not only removed the dye much more quickly than others, but also caused physical deterioration of the fabric much more quickly as determined by "breaking strength" determinations of the washed textile material. The variability of the results among the different laundries is all the more surprising when one considers the outstanding work done by the American Institute of Laundering in attempting to standardize procedure, chemical and soap additions and concentrations and ratio of load to liquor in the laundry machines.

There is a great temptation in many plants to increase the size of the load in the machine which alters the ratio with respect to the liquor.

Home Washer Damage

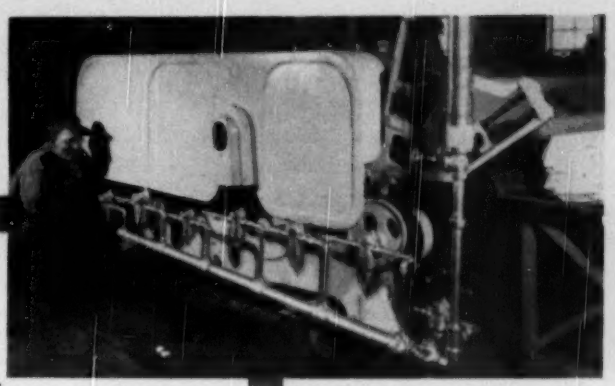
Tests run in home washers also showed wide variation in color and physical damage. Agitator types, if overloaded, can cause similar difficulties to those described for some commercial laundries.

One disturbing aspect is that dyes of known best wash fastness fail to withstand the destructive action of some commercial laundries, and also fail to give satisfaction in some home laundry washers despite the fact that the manufacturers of those washers have designed them to be effective in cleaning without unduly affecting the colors or the textiles.

The laundry industry has, for many years, believed that the removal of color from fabrics during laundering was very largely a chemical and solubility process. For this reason, such factors as temperature and alkalinity have been carefully controlled and the use of chlorine bleach strongly frowned upon. This concept of proper colored work washing still remains true for many types of colors, but the work of the A.A.T.C.C. Committee on Fastness to Washing, has indicated that the amount of *mechanical action produced by the washing process* is also of great importance.

The commercial laundries scattered throughout the country which washed the 41 samples of colored fabrics for the committee, submitted their washing formulas at the same time that they returned their washed

Here's a Proven Way to Reduce Operating Costs



Unit Trapping with Armstrong Steam Traps

- **Provides Faster Output**
- **Eliminates Throwbacks**
- **Saves Labor, Fuel**

"150% increase in speed of bedspread ironing" — Mayo Hotel Laundry, Tulsa, Okla.

"27% fuel savings"—Mount Washington Hotel, Bretton Woods, N. H.

"$800 per year saved"—Norwalk General Hospital, Norwalk, Conn.

...These are everyday reports on Armstrong Steam Trap installations — reports that show how hotter machines, faster heat-up and more output per labor hour result from trapping each piece of steam equipment with Armstrongs — top performance that means real ability to handle peak loads easily.

These are benefits that mean more and better work at LOWER COST. Your nearby Armstrong Representative or jobber will be glad to quote on the traps you need now.

ARMSTRONG STEAM TRAPS

832 Maple Street • Three Rivers, Michigan

SEND FOR THIS BULLETIN

How Armstrong Unit Trapping works is fully explained in Bulletin 193. Sizes and prices, best installation practices, selecting correct sizes and other helpful data showing how to cut costs and improve steam equipment efficiency are included here.

samples. A careful examination of the data submitted in these formulas does not give any clue as to the large variations shown in the rate of color removal by the different laundries. It was at first believed by the committee that these variations were due to variations from the washing formulas submitted. In order to check this condition the committee had two sets of the same 41 samples washed in another laundry under carefully controlled conditions. The formula used had a moderate alkalinity and washing temperatures, but notwithstanding these conditions, the amount of color removed was above the average shown by the samples tested in the laundries which originally processed them.

Reason for Variations

The information obtained in this latter series of tests and in laboratory tests indicated that the differences in the amount of color removed by the cooperating laundries from the test samples must have been due in part to variations in the amount of mechanical action produced by the washing processes employed.

The detergency of the colored work formula used in rechecking the 41 samples for the committee was determined by using four different types of soil pieces. The results on these soil pieces indicated that the colored work washing formula used had a detergency noticeably under that of a typical white work formula. Results published by Pennsylvania State College also indicate that the average colored work formulas have a lower detergency than the white work formulas used in the same plants. It is, therefore, not likely that the rate of color removal in colored work formulas can be reduced by lowering the detergency of the washing formula.

Colored loads normally contain more soil than do white work loads and for this reason the wheels are usually under-loaded instead of over-loaded. However, over-loading of laundry washwheels does not of itself produce increased mechanical action, and, therefore, should not be expected to produce excess rates of color removal. The work on detergency over a period of many years has indicated that the best detergency occurs in wheels which are slightly under-loaded according to manufacturers ratings and presumably it is with loads of this type that the highest amount of mechanical action occurs.

Overloading Home Washers

The home washer which gave color removal values equal to the average shown by the laundry washing tests had a rated capacity of nine pounds, but the load washed was only five pounds. This is another indication that it is not over-loading which produces color removal. It is also worthy of note that the liquor ratio in the case of this home washing machine was one to 25 while the ratio in a laundry washwheel is approximately one to five. It is, therefore, a combination of factors and not the liquor ratio alone which determines the amount of mechanical action produced by a washwheel.

The information so far obtained by the committee does not indicate in what manner colored work formulas should be changed to reduce color removal, but the fact that some laundries, using presumably adequate washing methods, do produce less color removal than others, does indicate that there may be a solution to the problem. This is a problem which deserves a thorough investigation.

Wide Responsibility

The removal of color by washing is not a problem which must be solved by the laundry industry alone, it

WATER TUBE? FIRE TUBE? *Which?*

There is a range of boiler sizes, say from 200 to 500 developed horsepower, which can be quite well supplied in either the fire tube or water tube type, depending on the character of load, the type of fuel and the conditions governing the installation.

Any company will offer the unit it has available which will best suit the customer's needs, but how often there is confusion when the company quoting has only one type or the other to offer.

Erie City engineers will study your requirements and give you an experienced, unbiased recommendation.

Let us help you with *your* boiler problem.

ERIE CITY IRON WORKS • ERIE, PA.
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ERIE CITY

Complete Steam Generators • Type C 3-Drum Boilers • Type VL 2-Drum Boilers • The "Economic" Boiler with or without Water Walls • Welded M.R.T. and Vertical Boilers • Steel Heating Boilers • Pulverizers • Underfeed and Spreader Stokers

Rid your Boiler of
SCALE • CORROSION AND FOAMING . . . THE EASY LOW-COST WAY . . . *USE*
DOCTOR BOILER
The scientific scale remover with
"COLLOIDIZING ACTION"
See your distributor or write
DOCTOR BOILER, INC., DALLAS, TEXAS

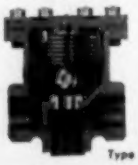
Nicholson BULLETIN 450 Shows How to

Cut Heat-Up Time
OF
Ironers, Presses, Water Heaters

Type C

Type AHV

Type A


Type S

Here are 3 of the features of Nicholson thermostatic steam traps which account for their record of savings in heat-up time and steam:

1) **LARGE VALVE ORIFICES,** resulting in 2 to 6 times average drainage capacity.
2) **NO AIR BINDING:** discharge air and non-condensible gases as efficiently as condensate.
3) **NO WATER-LOGGING:** operate on lowest temperature differential.

Nicholson traps are today enabling many operators to heat up units faster. 5 types: size 1/4" to 2"; pressures to 225 lbs. See our BULLETIN 450 or Sweet's.

W. H. NICHOLSON & CO.
185 Oregon St., Wilkes-Barre, Pa.

is also in a considerable measure, a problem of the dyer and printer. Samples exhibited at the last convention of the A.A.T.C.C. showed that there was a wide variation of fastness of a certain dye or dyes, depending upon the methods used in applying them to the fabric. There is good reason to believe that the insoluble dyes which are relatively inactive chemically are removed from a fabric by processes similar to that by which soil is removed. If such dyes are to have good fastness, it is, therefore, necessary to use dyeing or printing methods which cause the dye to be thoroughly fixed and deeply impregnated into the fabric and fibers of the cloth. No washing process of adequate detergency can be expected to give low rates of color removal where these factors have not been achieved by the dyer.

The present Launder-Ometer tests do not accurately predict how many colored textiles will react to laundering, and test methods which will accomplish this result are still in the process of development by the committee. When such test methods have been developed and accepted by recognized scientific associations, then both the textile and laundry industries will have standards against which they can gauge their product or processes.

LINEN SUPPLY COTTON CONSUMPTION

CONSUMPTION of materials in the linen supply industry during 1948 and 1949 remained at about the same level as 1947, according to "Cotton in the Linen Supply Industry," a survey recently published by the National Cotton Council.

Approximately 108,000,000 square yards of textile, nearly all cotton, were consumed during 1948, the equivalent of nearly 110,000 bales of cotton.

Sales of the approximately 1,000 firms engaged in furnishing garments and flatwork on a contract basis to professional, industrial and household consumers amounted to an estimated $275,000,000 during 1948. About 20 percent of the total sales, or $55,000,000, was spent for textile replacements.

Flatwork accounts for approximately 70 percent of the industry's annual sales with starchwork making up the remainder. About 99 percent of the tonnage volume is cotton.

An estimated 99 percent of linen supply firms handle towels and ten percent of the suppliers specialize in office towels alone. Office towels account for approximately three percent of the total annual sales volume.

About 90 percent of the annual volume of the linen

supply industry is derived from restaurants, barber and beauty shops, food markets, hospitals, doctor and dentist offices, hotels and industrial plants.

Estimated consumption of textiles in rental supply products in 1948 (478-pound net weight cotton bale equivalents) was as follows: aprons (except tea aprons) 23,500; tea aprons, 100; coats, 10,500; coveralls, 500; dresses, 6,000; frocks, 500; gowns, 1,000; hair cloths, 2,000; napkins, 5,000; pants, 4,000; pillowcases, 500; sheets, 5,000; spreads, 30; tablecloths, 3,000; bar, glass, towels, etc., 18,000; barber towels, 7,000; bath and massage towels, 5,000; hand towels, 12,000; continuous roller towels, 5,500. ●

LAUNDRY EXHIBIT

ONE example of labor-management cooperation for the benefit of the industry was spotlighted in May when the Laundry Board of Trade of Philadelphia and

Sam Byers, general president, L.W.I.U., and Chantry W. Davis, secretary, Laundry Board of Trade of Philadelphia, exchange congratulations on success of exhibit. Left to right: Howard Parris, Service Laundry; Walter Carr, exhibit manager; Sam Byers; Chantry Davis; Charles A. Cavanaugh, Passyunk Laundry; and Isidore Frankel president of Local #10

Local #10 of the Laundry Workers International Union joined forces in sponsoring a laundry exhibit at an eight day International Union Show in Philadelphia.

Feature attraction of the booth was an operating four girl shirt unit. Other equipment on display included a washer, tumbler, extractor, wearing apparel press and an identification unit. It has been estimated that about a half million visitors passed through the show.

Representing the laundryowners on the arrangement committee were: Ray Kroll, Tribune Laundry, president of the group; Ben Bourne, Tremont Laundry; Howard Parris, Service Laundry; Howard Waxman, Tacony Laundry; and Morris Kurtz, Cornell Laundry. Isidore Frankel, president of Local #10, and Albert Teti, secretary-treasurer, acted for the union. ●

1...For Heating Water as Fast as Drawn

2...For Heating Water in Storage Tanks by Gravity Circulation

Instantaneous Heaters are suitable for supplying hot water under constant demand or where an "on and off" high peak condition does not exist. When applied to laundries a high steaming rate is required, necessitating a substantial stand-by boiler capacity, neither of which is required by the conventional storage tank and heater combination.

While the Instantaneous Heater is used generally to supplement a storage tank or combination heater, its proper application for any specific laundry can be best determined after a study of plant conditions. We shall be glad to do this for your laundry. Being in position to supply a storage, combination or instantaneous heater, our recommendations will be unbiased.

THE PATTERSON-KELLEY Company, Inc.
58 WARREN STREET, EAST STROUDSBURG, PA.

Offices or Representatives in Principal Cities

How To Get

WORK CLOTHES CLEANER

with Oakite Penetrant

HEAVILY soiled, grease-soaked work clothes such as overalls, jumpers and the like, come out cleaner when you use Oakite Penetrant in the break.

Add a small quantity to your load and see how quickly . . . how thoroughly the fast wetting-out and deep penetrating action of Oakite Penetrant goes to work on grease, oil, grime and perspiration.

By removing the bulk of the grime in the break with scientifically formulated Oakite Penetrant your subsequent sudsing operations call for less soap.

FREE—SOAP-SAVING FORMULAS

You can learn more about Oakite Penetrant by sending for a FREE copy of "9 Oakite Soap-Saving Washroom Formulae." Here, too, you will find several valuable suggestions for saving soap in sudsing and bleach operations, as well as interesting data on conditioning laundry wheels for peak performance. Additional information on cleaning open and closed type heat reclaimer units is also included in this 8-page manual.

Send for your FREE copy today! No obligation! Oakite Products, Inc., 22A Thames Street, New York 6, New York.

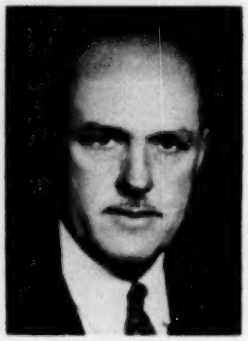
SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

NEWS NOTES *from the* ALLIED TRADES

Garvey Elected President of American Laundry Machinery Co.

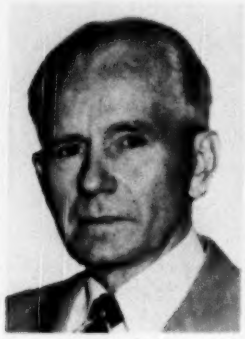
At a meeting of the board of directors of The American Laundry Machinery Company, Cincinnati, on May 24th, James M. Garvey, vice-president and general sales manager, was elected to succeed the late Harvey H. Miller as president of the concern.



JAMES M. GARVEY

At the same meeting James F. Allen was elected a vice-president. He will also retain his present position as treasurer. John B. Patzold, assistant purchasing agent, was named purchasing agent for the company to succeed the late J. W. Kinney.

A native of Cincinnati, where he received his early schooling, Garvey



JAMES F. ALLEN

JOHN B. PATZOLD

was graduated from Princeton University in 1917. During World War I, he served as a Captain in the Marine Corps with the famous Second Division and saw action in practically every part of the French front. He was wounded during this time, and received both the Croix de Guerre and Distinguished Service Citation for his gallantry in action.

Garvey has been connected with the American company for more than 28 years. Early in his career with the firm he underwent intensive training in the company's Chicago, Rochester and Cincinnati plants and in laundry engineering and management. He served for a time as demonstrator for the company's southern sales division and as a special investigator in laundry systems, concentrating particularly on identification sys-

tems. At this stage he wrote two books covering completely the method of procedure in regard to identifying different family services, a subject of paramount importance to laundryowners at that time.

Garvey worked up very rapidly through the sales department of the American Company and, in 1927, was promoted to assistant sales manager of its eastern division, with headquarters in New York City. Two years later he was named sales manager of that division, a position he retained during the next 15 years. He returned to the firm's home offices in Cincinnati in 1944, when he was elected vice-president and appointed general sales manager. He has been a director of the company for the past four years. ●

Steam Trap Catalog

W. H. Nicholson & Company have recently released Catalog No. 250, a discussion of steam, air, and gasoline traps. The bulletin describes five types of thermostatic steam traps for pressures to 225 pounds; two types of expansion steam traps for pressures to 250 pounds; three types of weight operated trap for steam, air, and gasoline pressures to 1,500 pounds; piston-operated steam traps for pressures to 650 pounds; and three types of steam, air, and gas separators.

The booklet also includes capacity tables, installation diagrams, as well as charts, and formulae for determining the proper size trap. ●

International Joins Safety Campaign

International truck dealers and branches, nearly 5,000 strong throughout the United States, have joined the National Vehicle Safety campaign to "safety check" the mechanical condition of vehicles for the summer traffic season, W. K. Perkins, general sales manager of the motor truck division of International Harvester Company, said.

The dealers and branches are offering a "safety service special" check for trucks in their areas in conjunction with the national safety council campaign, sponsored for the automotive industry by the Inter-Industry Highway Safety Committee of the Automobile Manufacturers' Association, the National Automobile Dealers' Association, and the Rubber Manufacturers' Association.

"It is our aim to help provide added safety for the swiftly moving, more-crowded traffic conditions of our highways in summer," Mr. Perkins said.

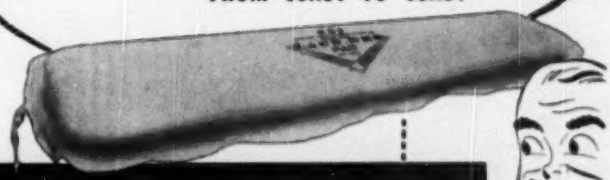
The specially priced "safety special" includes checking and adjusting of brakes; steering check, with linkage inspection, front wheel bearing adjustment and toe-in correction; focusing of headlights and inspection of other lamps, signaling devices and windshield wipers; and lubrication of chassis plus inspection of elements such as springs, propellor shaft, exhaust system, and tires. ●

Street Promotes Formal Wear

After having conducted a nation-wide survey to disclose facts that would help drycleaners get a larger share of the consumer's dollar, R. R. Street & Company say that "more formal wear means more profit for the drycleaner." The survey showed that both ladies' and men's formal wear are about the most profitable item

"Nothing else like it!"

SAY LAUNDRY PLANT OWNERS FROM COAST TO COAST



The Sensational New DRAW-STRING

ARROW LAUNDRO-PAD

One Trial Test Will Convince You

All over America, progressive plant owners have been quick to recognize this sensational advancement in laundry pressing pads. Arrow Laundro-Pads give perfect quality pressing with faster production and greater profits. Slashes old-fashioned replacement costs! Outlasts any other pad four to one!

NO COTTON OR FLANNEL PADDING NEEDED.

PRE-CUT TO FIT SKIN-TIGHT ON ALL LEADING LAUNDRY PRESSES

SAVES TIME
SAVES LABOR
SAVES MONEY

SPEEDY, EASY 1-2-3 CHANGE OVER

1 Remove all the old padding leaving springs and buck exposed

2 Place Arrow Laundro-Pad over springs and buck and tighten draw strings

3 Put on cover and start pressing. Complete change-over in less than 3 minutes.

ARROW LAUNDRO PAD

ORDER DIRECT FROM YOUR JOBBER or Write, Wire or Phone

ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.

handled by the average drycleaner. Cleaning charges on ladies' formal dresses range from $2.50 to as high as $75, and charges on men's dinner suits range approximately 50 percent higher than charges on business suits. Streets point out that, in the case of dinner suits, the extra 50 percent is practically clear profit, for it costs the plantowner little, if anything, extra to clean and finish the suit.

The survey also showed that most formal attire is usually worn on a one-time basis.

Street's sales force attending NICD Annual Convention banquet

The firm reasons that if the American public could be encouraged to wear formal attire more frequently, the drycleaners' business and profit would automatically increase. To start the ball rolling, Street's 30-man field staff attended the banquet that concluded this year's annual NICD convention dressed in tuxedos. The dapper aggregation is pictured above. ●

Rapid Tagger Marking Machine

Using only string and paper or cloth tags, faster marking of linen and garments is said to be possible with the new Super Rapid Tagger unit. No metal is used in the tagging operation, eliminating any danger of snagging the customer's fingers or clothes. Rust spots or stains caused by metal markers are also eliminated.

Both laundries and drycleaning plants can use the tagger with all types of fabrics and garments, it is stated. The needle which "threads" string through the fabric will penetrate a stack of towels or bundle of socks as well as a suit coat. As the thread used leaves no imprint in garments when they are pressed, tags may be left on, thus saving one operation. Tags as attached are visible for instant identification.

The unit, which is 9" high, can be moved to any convenient location. Descriptive literature is available from the manufacturer, Super Laundry Machinery Co., St. Joseph, Michigan. ●

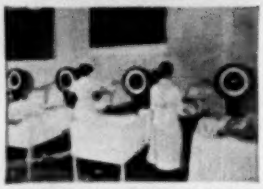
Unipress Price Correction

In the advertisement of the Unipress Company, Minneapolis, Minn., which appeared on pages 28-29 of our May issue, the price on a two-girl, three-press shirt unit was incorrectly listed as $2,367, f.o.b. factory. The price of the unit should have been $2,714, f.o.b. factory. ●

Scales today provide vital accounting data that *directly affects your costs* . . . and *profits* . . . and *customer goodwill!* That's why it's so important to have TOLEDO accuracy at every weighing point!

Your weight records originate at many points throughout your laundry . . . supplying basic information that affects your inventories, receivables, payables, and the final profit figure!

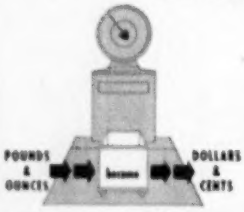
Toledo has the scales to start your cost records *right* . . . with speed and accuracy to control costs at each step . . . receiving, breaking table, production weighing to washers, weighing of finished items. Send for bulletin 2020 on Modern Weight Control. Toledo Scale Company, Toledo 12, Ohio.



WEIGHING AT BREAKING TABLES

PRINTED WEIGHTS . . . RECEIVING

LAUNDRY becomes MONEY on your SCALES!



Errors made at the scale stay wrong forever. There is no chance to recheck, either because the laundry has been delivered to the customer or has proceeded to other steps in the laundering process. You've got to be *right*—weigh it right with Toledo!

Guard Costs with

TOLEDO

All the Way

Scraper and Cutter Premium

The Arrow Manufacturing Co., Detroit 2, Michigan, is now offering a two-way scraper and cutter which, when imprinted with the laundry's name, is said to make an excellent sales premium. The device is adaptable for many of the jobs where a razor blade may be used, such as ripping seams, cutting string, scraping paint, etc. Any single edge blade may be used. The blade swings open on the plastic holder, which also serves as a windshield scraper. ●

Wool Washing and Rug Shampooing Literature

The Philadelphia Quartz Company, manufacturers of Metso silicated laundry detergents, has published another illustrated Data Sheet for insertion in its "Question and Answer Book of Washroom Practice." The Data Sheet, No. 39, discusses the question, "What is a safe wool washing procedure?" Timely hints for the blanket washing season include: precautions, supplies, equipment, handling and general directions. Proportions of Metso 55, the company's new silicate soap builder prepared for low water temperature washing, are suggested.

The same firm also offers a new illustrated folder, "Brighter Softer Rugs." This describes the mildly alkaline detergent for rug washing called Metso 88, a soap builder which contains a quick-wetting agent, and is used by rug cleaning plants operating with either regular or synthetic soaps, manual or machine cleaning. Instructions for use include popular formula for the rug, fringes and automatic washers.

Copies of the two bulletins are available from the company, Public Ledger Building, Philadelphia 6, Pennsylvania. ●

New Distributors Appointed

Strong, Carlisle & Hammond Company, manufacturers of Strong steam specialties, have announced the appointment of the following new Strong distributors:

Georgia Hardware & Supply Company, 307 North Washington Street, Albany, Ga.; Woodbury & Company, 133 S. W. Second Avenue, Portland, Ore.; Parker Helms & Langston Company, Brunswick, Ga.; Gondas Corporation, 2149 North Miami Avenue, Miami, Fla.; Industrial Equipment and Supplies, 3030 N. W. 8th Avenue, Miami, Fla.; Wilmington Iron Works, Wilmington, N. C., Mott Brothers Company, 907 South Main Street, Rockford, Ill.; M. P. Wilkins Supply Company, 3 North St. Clair Street, Toledo, Ohio; Charles Manoog, Inc., 9 Piedmont Street, Worcester, Massachusetts.

Strong Steam Specialties, sold throughout the U. S. and abroad since 1907, are stocked by over 200 leading industrial distributors. The complete Strong line consists of traps (open and inverted bucket), vacuum traps, strainers, reducing valves, separators, blowdown valves, and many others. ●

Turbine Pump Trouble Shooting Procedure

The Fred H. Schaub Engineering Co., Inc., 2110 S. Marshall Blvd., Chicago 23, Illinois, has published Service Bulletin #96 to enable operators of any make turbine type centrifugal boiler feed or condensate pump to diagnose their own operating troubles when they occur.

Four common difficulties are described and their solutions are explained. Difficulties included are: leaking check valve between pump and boiler; bad suction

You Wouldn't Blindfold an Artist . . .

Why put your flat work ironers at a disadvantage?

Ordinary roll covers limit the quality and quantity of the output you can expect from your flat work ironers. That is why more and more leading commercial laundries—hospital and institutional laundries, too—are using REVOLITE, the original, impregnated asbestos roll covers!

The new, finer weave of REVOLITE Roll Covers gives you *quality* ironing: smoother, cleaner work that is free of odor. What is more, this better work actually costs you less—REVOLITE reduces shutdowns for cover changes.

Here are some additional advantages! REVOLITE Roll Covers are installed free of charge and backed by a performance guarantee *in writing*. They eliminate costly washovers . . . provide permanent roll adjustment without binding, cramping, or wrinkling . . . do away with frequent stoppages for padding replacement. Moisture-repellent REVOLITE eliminates wet rolls, and its high heat-capacity accelerates drying.

Write or phone for complete information about REVOLITE Roll Covers and a copy of the REVOLITE Guarantee

ATLAS POWDER COMPANY
Stamford, Connecticut

Service from every angle . . . that's REVOLITE

condition; apparent lack of pump capacity; and actual lack of pump capacity.

The last page of the folder lists shut-off heads for Schaub turbine pumps. ●

Schwenger Joins Clinton

W. D. Schwenger, well known in west coast purchasing circles, is now affiliated with the bulk sales staff of Clinton Foods Inc., according to an announcement made by Walter F. Jackson, manager of Clinton's San Francisco headquarters at 1 South Park.

Schwenger is taking over the San Francisco territory formerly covered by Richard F. Jones. ●

Pennsalt Names Hurley

The appointment of Paul C. Hurley, Jr., as manager of Pennsylvania Salt Manufacturing Company's newly-created sales promotion department has been announced by William P. Drake, vice-president in charge of sales. As head of the new department, Mr. Hurley will be in charge of advertising, promotion research, and the company's salesmen training program.

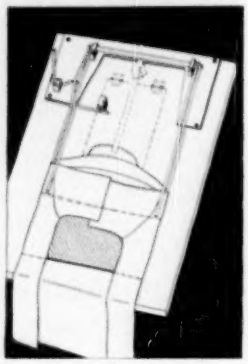
Coming to Pennsalt in 1943 as a salesman in the laundry and dryeleaning department, Mr. Hurley held positions in that division as district sales manager and merchandising manager before becoming attached to Mr. Drake's staff about a year ago.

During the war he served as a civilian instructor for the U. S. Army Air Corps at the Advanced School for Specialized Mechanical Training operated by TWA.

"With the creation of this new department," Mr. Drake said in making his announcement, "I believe that a very important segment of our selling effort will be strengthened materially." He emphasized that the consolidation of the advertising department, promotion research and salesmen training under one head was primarily for the purpose of assisting the company's various sales departments to sell a greater volume and minimize sales costs through complete integration of promotion planning. ●

Sports Folder

Time Savers, Inc., Montclair, N. J., announces the manufacture of its new patented device, the "Sports Folder." This new item is an inexpensive unit for uniform and speedy folding of sports shirts.



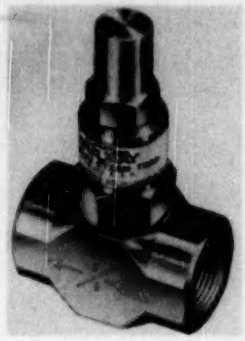
Model "A" is made for laundries who wish to fold their sport shirts in a separate device apart from their regular laundered shirts and for dry-cleaners who wish to fold their sport shirts instead of using a hanger. Model "B" is the same as model "A" except that it eliminates the spring clip, metal folding leaf and plywood back. This model can be attached to most existing folding devices in use permitting the folding of both sports shirts and regularly laundered shirts on the same unit. By attaching Model "B" to an existing folding device, the operator loses no time in switching from folding a standard shirt to folding a sport shirt.

The dotted line in the illustration shows how an ordinary 8" x 14" shirt board is employed in a sport shirt.

The "Sports Folder" is said to be an ingeniously simple and low priced attachment permitting the use of two ordinary shirt bands or a cellophane front bag to complete the packaging. ●

Improved Steam Trap

The Yarnall-Waring Company, Philadelphia 18, Pennsylvania, announces a recent improvement in the Yarway impulse steam trap. A stainless steel body is now being furnished in place of the cold-rolled steel cadmium-plated body previously used for working pressures up to 400 pounds and temperatures up to 450 degrees F. Stainless steel is being used to provide additional resistance to the abrasive wear and corrosion encountered in severe steam trapping service. Internal parts, as before, are made of selected stainless alloys.



Further information on the new Yarnall-Waring product is available from the company in Bulletin T-1739. ●

Ballantyne Elected Vice-President

Election of Ford Ballantyne, Jr., to a vice-presidency of Wyandotte Chemicals Corporation, a major producer of industrial chemicals, was announced recently by Robert B. Semple, president.

FORD BALLANTYNE, JR.

WILLIAM R. DAY

Ballantyne, 34, a descendant of Capt. John Baptiste Ford, founder of the company, has been assistant to the president and secretary of the corporation.

William Day, 45, head of the patent section of the research and development division, was appointed assistant to the president and director of the company's legal activities.

The promotions followed the annual shareholders' meeting. *(Continued on page 88)*

IN THE HOLE $68.47

CLEVE-O-CEMENT FLOOR PATCH WOULD HAVE COST $1.95

Floor holes cause accidents. Accidents cost money. Repair worn, broken, rutted floors quickly and easily with Cleve-O-Cement. Requires no special tools or skill. NOT an asphalt emulsion. Dries rock-hard overnight. Stands heavy traffic. Becomes 38 times harder than ordinary cement. Can be applied to wet or dry floors. Non-porous and skid-proof. Withstands heat, cold, dampness, steam, oil, grease and most acids.
Has stood up for years under hard service in thousands of food and meat packing plants, bottling plants, dairies, laundries, ice cream plants, refrigerators, and cold rooms and other places where floors stay damp and get hard wear. Try it for your floors.
Your supply house can furnish promptly or send for Illustrated Bulletin and Free Test Offer.

THE MIDLAND PAINT & VARNISH CO.
9123 RENO AVE. CLEVELAND 5, OHIO

(*Continued from page 87*)

Officers reelected included: Emory M. Ford, chairman of the board; Robert B. Semple, president; Ford Ballantyne, Sr., vice-president and treasurer; Ford Ballantyne, Jr., secretary; S. T. Orr, vice-president, manufacturing; Bert Cremers, vice-president, Michigan Alkali sales division; G. W. Schwarz, vice-president, controller; and T. H. Vaughn, vice-president, research and development. ●

Heavy Grease Remover

Erustolax, a new solvent emulsion type cleaner primarily designed for the removal of extremely oily and greasy soil found in overalls and wiping rags, is now being offered by the laundry and dryecleaning department of the Pennsylvania Salt Manufacturing Company.

The new product contains powerful oil and grease solvents, along with penetrating agents, and emulsifies completely with water in almost any proportion. Erustolax was developed at Pennsalt's Whitemarsh Research Laboratories and, following extensive field tests, now has taken its place in the company's regular group of products for the laundry industry.

In addition to being recommended by the maker for all laundries with heavy grease soil problems, tests have indicated the new product will find wide application in linen supply washing.

Erustolax is designed so that all soap is eliminated when it is used in heavy duty laundering. One of its unusual features, states the company, is that it gives off no strong, irritating odors or fumes, thereby improving working conditions in laundry washrooms and finishing departments. Erustolax is packaged in five-gallon cans and 50-gallon steel drums. ●

New Rust Remover Bottle

Johnson Chemical Industries, Inc., Baltimore, Maryland, is packaging Rust-E-Lim, a rust remover containing hydrofluoric acid, in an eight-ounce Plaxpak polyethylene bottle.

The Plaxpak bottle features inertness to the highly active acid and the advantage of unbreakability. An

WHO? WAS THIS FAMOUS SOUTHERNER

He was born in the 1700s; six feet two, over two hundred pounds in weight, sandy hair, blue eyes, big hands and feet. He was a British Major in the militia; at the age of twenty was appointed commissioner to make an important six hundred mile trip. On January 6th, 1759 he married the daughter of Colonel John Dandridge. He was a delegate to the House of Burgesses (member for fourteen years); also a delegate to the first Continental Congress. During the Revolutionary War, he commanded a few thousand troops. Brigadier General Conway fought him in Congress and many of his men mutinied. He was one of the wealthiest men in the country; owned over one hundred thousand acres of land. He was a farmer, distiller, book collector, politician, soldier, waterman; liked hunting, fishing; attended horse shows and races, took part at card games, cock fighting, fox hunting and was a regular theater goer. He came through all of his difficulties successfully and was greatly honored. After a sixty-four year life full of accomplishment he died of exposure. WHO WAS HE? Send us your answer and if correct you will receive a gift from us.

(Watch this ad for the answer next month. Last month it was Andrew Jackson)

James E. Cox Co. 723 Ponce de Leon Pl. N.E., Atlanta, Ga., Phone—Vernon 9661

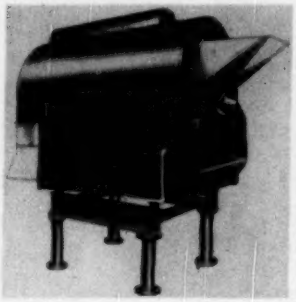
Distributors of Machinery & Supplies in the South

JIM COX

outer telescoping container of cardboard prevents squeezing the bottle. An insert plug with a small orifice permits users to dispense Rust-E-Lim in a thin stream for accurate application to rust spots. The plug and closure are also of polyethylene. ●

Shakeout and Conditioning Tumbler

Elimination of slow, costly manual shakeout of flatwork and quality work at higher ironing speeds are results claimed for The American Laundry Machinery Company's 48 x 84" continuous shake and conditioning tumbler. The device is said to step up workflow throughout the ironing department.



Strong currents of warm air are circulated by twin impeller fans through work in the Monel metal cylinder of the tumbler. The continuous circulation of warm air through the work, as it is tumbled about in the rotating and reversing cylinder, is said to unroll hems, smooth out wrinkles, and deliver each piece warmed and softened, with moisture evenly distributed for high quality ironing. Feeding at the ironer is simplified and improved, enabling operators to feed work more rapidly for greater hourly production.

The machine has an hourly capacity of approximately 1,500 pounds dry weight. It will supply two eight-roll flatwork ironer crews with a continuous flow of properly prepared and conditioned large and small pieces. Feed and discharge conveyors for the tumbler and conveyors for carrying conditioned work directly to ironer feeders are available. ●

Garment Spacers

The Reliable Machine Works, 238 Eagle Street, Brooklyn 22, New York, are now furnishing new garment hanger spacers for fur vaults so that all garments may be spaced automatically. The company states that

FASTER LAUNDRY WRAPPING

with the IDEAL CLIP-A-TAPE automatic

Gummed Tape Machine

- Designed for hard usage in laundries.
- Measures and moistens any length up to 36".
- Handles any width up to 3".
- Aluminum and Stainless Steel—for rust prevention!

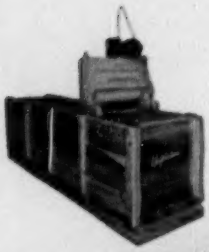
IDEAL STURGIS MACHINE CO.
105 Iowa Ave., Bellevile, Ill.

Just send this ad clipped to your letterhead for complete details.

A NEW MILNOR PRODUCT!

New 30" Monel Cage Extractor
Available in Laundry & Dry Cleaning Models
Automatic Features Available

PELLERIN MILNOR CORP.
NEW ORLEANS, 18, LA. U. S. A.



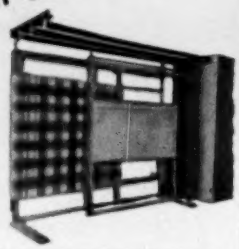
BLANKETMASTER

Blanket Washing Machine for quality blanket washing with no shrinkage.

Write for Bulletin 690

A "MASTER" Hopkins ENGINEERED PRODUCT

HOPKINS EQUIPMENT CO., HATFIELD, PA.



SQUAREWAY

Curtain and Blanket Stretcher for quick, accurate drying of curtains and blankets.

Write for Bulletin 206

LITTLE GIANT WATER Spray GUN ..... $8.50 F. O. B.

A revolutionary WATER SPRAY GUN developed for use by LAUNDRIES, Dry Cleaners.

After many years of experimenting and testing in the field we have eliminated many troublesome parts and incorporated these outstanding features.
Non-Corrosive; All brass—nickel plated.
Non-Drip.
Small parts eliminated.
Light weight gun 5 oz., Hose 5 oz.
Operates on any pressure from 40-150 lbs., without adjustment.
Priced so that it doesn't pay to keep spending money repairing that old outdated gun. Buy with confidence.

Consult Your Jobber or

STEBBINS MFG. and SUPPLY COMPANY

1735 Blake Street Denver 2, Colorado

the spacers are invaluable aids for call departments and other places where garments must be hung without risk of crushing.

Sturdily constructed utility ladders made of magnesium are offered by the company. The ladders are designed for use in fur vaults, drycleaning, and laundry plants. ●

New Extractor

The Hammond Laundry-Cleaning Machinery Company of Waco, Texas, is now offering the Wizard, an entirely new extractor which, the manufacturer claims, includes every possible modern development.

The product includes four new features. The first of these is the use of new flexible rubber mountings which allow the basket to develop speed immediately without strain on the motor, bearings, and mountings.

A new safety lock prevents the lid from being opened while the basket is in motion and prevents the machine from starting until the lid is closed and locked. Every phase of operation is governed by a single lever switch which protrudes over the lid. The new machine is said to meet the safety requirements of every state.

A new magnetic brake is geared to the Wizard's driving mechanism. The brake is released when the current is turned on and is automatically applied when the current is turned off.

The fourth feature is the sealed ball bearings that are completely encased in packed lubricant. Grease or oil cannot escape to reach the rubber mountings. The extractor is available in four sizes: 17, 20, 26, and 30 inches. ●

Erie Appoints Schrader Sales Manager

THOMAS O. SCHRADER, JR.

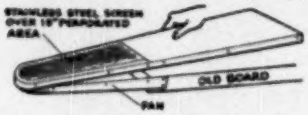
Thomas O. Schrader, Jr., has been appointed sales manager of the Erie City Iron Works, Erie, Pennsylvania.

Mr. Schrader, a native of Allentown, Pennsylvania, is a graduate of Tri State College of Angola, Indiana. After having served seven years with an Allentown, Pennsylvania, concern as a pulverized coal engineer, he joined the sales engineering staff of the Erie City Iron Works in 1929. In 1932 he was appointed to head the firm's Pittsburgh sales office.

He succeeds Dudley Selden, who has been sales manager for the past 15 years and is retiring from active sales work. ●

New Pre-Spotting Nose

In response to the trend toward adoption of the pre-spotting idea, the Newhouse Company of Glendale, California, is producing in quantity a highly practical stainless steel spotting nose which may be easily attached to your regular spotting board.



The pre-spotting nose has an 18 inch perforated area which is covered by a stainless steel screen. The overall length of the nose is 44 inches.

"Any two-inch thick board 12½ inches wide and 36 inches long can be easily cut down and shaped to fit this spotting nose," says E. J. Newhouse. "When completed, it measures 54 inches overall and makes an ideal, modern pre-spotting unit that saves messing up your regular spotting board."

The spotting nose comes with a handy chemical tray. ●

National Starch Enlarges Operation

Final negotiations have been completed for the transfer of all formulas, manufacturing procedures and dextrine accounts of Arnold, Hoffman & Co., Inc., Providence, R. I., to National Starch Products, Inc., New York City. Arnold, Hoffman & Co. explain that they are no longer strategically situated for long-range operations in dextrines, and that they are concentrating more and more of their efforts in dye-stuffs and other fields. ●

Hoffman Promotes Brendel

GEORGE V. BRENDEL

George V. Brendel has been promoted to eastern district manager for the U. S. Hoffman Machinery Corporation, New York, succeeding the late S. G. Alden, the company announces.

Brendel will be in charge of sales of pressing machines and dry-cleaning and laundry equipment in 24 states comprising the Hoffman company's eastern district.

For the past 16 years, Brendel has been manager of the Birmingham branch office, serving Alabama and West Florida. He joined the company in 1931 at its New Orleans office and previously had been engaged in steam engineering work. ●

Behrstock to Distribute Compressors

L. Behrstock Co., 1708 S. State Street, Chicago 16, Ill., has been appointed national distributor by the Westinghouse Air Brake Co., of Wilmerding, Pa., for representation in the laundry and cleaning fields.

Behrstock will handle all of Westinghouse air-com-

CHANDLER
Button Sewer

Are you one of the few that are still sewing buttons on by hand? Would you like to try one of these time saving machines?

Write for full details

CHANDLER MACHINE CO.
P. O. Box 426 • AYER, MASS.

Here's the blues solution for your white problems

For uniform whiteness without streaks or spots
It's Speare's Blues!
For even distribution and complete rinsibility
It's Speare's Blues!
For eliminating wash-overs and saving operating costs
It's Speare's Blues!
Exclusive formulas with many advantages found in no other brand of blues.

SOLBLUE . . . all purpose
SUNBEAM . . . non-sour
SEABLUE . . . sour
HYWHITE . . . all purpose

Order from your jobber, or direct. Dept. S. 7

LEWIS NATIONAL
CORPORATION
29 Sleeper St.
Boston 10, Mass.

If your plant is in New England, ask us about equipment and machinery.

BUY KD Gripnet

New! Nylon Net Closures

Save Time • Save Nets • Save Claims

Will fit any pin 4¼" to 5½" long. Write for information today.

Other K-D Products
- Net Pins
- Marking Pins
- Pin Carriers
- Sorting Bars
- Overall Tags
- Numbering Sets

Sold By Jobbers Everywhere

KD THE KEYES-DAVIS COMPANY
Supplying Service Since 1904
110 14th St. Battle Creek, Michigan

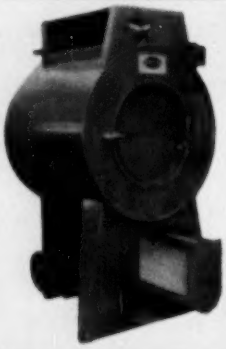
GOLD LINE QUALITY FABRICS

the Guiding Light to SUPERIOR LAUNDRY FABRICS

Write, Wire or Phone Collect

TINGUE, BROWN & CO.

723 East Washington Boulevard, Los Angeles 21, Calif. . . PRospect 6023
507 Bishop Street, N. W., Atlanta, Georgia . . . . . ATwood 3864
1227 Wabash Avenue, Chicago 5, Ill. . . . . HArrison 7-0083
116 East 23rd Street, New York 10, N. Y. . . . . GRamercy 5-1904



PERRY TUMBLERS

Standard Equipment:
LINT SCREEN DRAWER, ideally located for efficient operation
2 MOTORS, one for fan, one for cylinder

Sizes 24" and 30"

No noisy clutch or troublesome chain

WRITE E. J.
PERRY CORPORATION
Fall River, Massachusetts

Montpelier

Montpelier "Side-Aisle"

DELIVERY VEHICLES
Engineered and Built to
Meet YOUR Specific Needs

Cut Delivery Costs . . . Increase Efficiency. Your Choice of Chassis. Your truck dealer has—or will gladly obtain—complete details. Insist upon MONTPELIER.

Montpelier "Urban"

Write, Wire or Phone for Details

THE MONTPELIER MANUFACTURING CO., MONTPELIER, O.

pressors to these industries direct and through jobbers. The Behrstock parts and service department will be able to give prompt and competent service, due to their many years in this field, the announcement states. They will also be in position to furnish engineering aid in specific instances where air pressure problems arise. ●

LETTER TO THE EDITOR

Charlotte Laundry, Inc.,
Charlotte, North Carolina

Dear Editor:

I want to congratulate the STARCHROOM LAUNDRY JOURNAL on having such a fine cover for the May issue, and I want to commend Mr. John J. Dunn for the fine article on the important women in our industry. I agree with him it is high time to pay attention to the fine work some of the women in our industry are doing.

For your information, we have one of the finest in the whole country located down in the deep south in ole' Atlanta, Gawga.' She is Mrs. Eileen McDargh, Executive Secretary of the Greater Atlanta Laundry Clubs, as well as Executive Secretary of the Georgia Laundering and Cleaning Association. Mrs. McDargh has only been in the laundry and cleaning industry for about five years but she is a "trash mover." During the war, she was a member of the OPA and she was hard for the laundries to deal with, so in order to correct that situation, they employed her.

Since her connection with the Georgia Association, she has built that organization up from almost nothing, and when it comes to putting on a convention, "she's the head man in the show."

She is not hard on the eyes either, and she has plenty of "poisonality." Not only that, she has a fine husband who happens to be an expert in the same kind of work and is connected with the cement industry.

I do not happen to know three of your cover girls, but I have known Miss Myrtle Lawler for quite some time and she is all that you say about her and maybe more, but do not forget the "old south." We've gottem' capable and good-looking.

Sincerely yours,
Henry Benoit
President

When choosing women to be included in the "Cover Girl" story, we had considered Mrs. McDargh as well as a number of other grand gals who have worked with certain executive secretaries for various periods of time. In the final selection, however, we decided to look for two principal qualifications: (1) maximum length of service in the industry, and (2) women who, to the best of our knowledge, had never before been named or pictured in our pages. Although the charming and capable Mrs. McDargh didn't qualify under these rules, we are happy to publish her picture here.—The Editor.

CONVENTION CALENDAR

New York Laundryowners Association
Fall Conference
Saranac Inn
Saranac, New York
September 29-October 1, 1950

American Institute of Laundering
Annual Convention and Exhibit
Boston, Massachusetts
October 7-9, 1950

Obituaries

Schuyler G. Alden, 49, eastern district manager for the U. S. Hoffman Machinery Corp., died suddenly on April 18 at Hollywood, Florida. He was attending the annual convention of the Laundry & Cleaning Associations of the Carolinas, Georgia and Florida. Mr. Alden joined the Hoffman organization in 1932.

Mr. Alden was a Mason and a member of the Onondaga Golf Club. He is survived by his wife, a daughter, and a son.

John L. Bailey, 83, operator of the Sapulpa Steam Laundry, Sapulpa, Oklahoma, from 1904 until 1927, died recently. He was a member of the First Methodist Church, the Masonic Lodge at Sapulpa, and the Oklahoma Masonic consistory at Guthrie. He is survived by his wife, and a brother.

Julius C. Berndt, 76, former president of Mother's Wet Wash Laundry in Chicago, Illinois, died on April 30 at his home near Johnsburg, Illinois. He had been active in the laundry business in Chicago for approximately 13 years, and served as president of Mother's Wet Wash Laundry from 1925 until 1948. He leaves his wife and daughter.

Vance A. Graham, 58, manager of H. Kohnstamm & Company, Dallas, Texas, died of a heart attack on April 20. He was born in Carmi, Illinois, was educated at the University of Illinois, and went to Dallas in 1919 from New Orleans to manage the Kohnstamm office. He is survived by his wife and two daughters.

FRANK L. SCHADT, SR.

Frank L. Schadt, Sr., 68, owner and operator of the Progressive Laundry, Syracuse, New York, died recently. He had formerly been associated with his brother-in-law in operating the Mirbach Laundry, now known as the Hilltop Laundry. He belonged to the Pastime Athletic Club, the Syracuse Turn Verein, and to the B.P.O.E.

Surviving are his wife, two sons, a daughter, a sister, seven grandchildren, and several nieces and nephews.

(Continued on page 94)

PLASTYLON
TRADE MARK

✓ FOR GREATER PAYLOADS
✓ FOR BIGGER ECONOMIES
✓ FOR LONGER WEAR

USE Plastylon NYLON NETS

FULLY GUARANTEED

• 520-denier, 2 ply thread
• New, wide pin edge
• All colored stripes

Order from your Jobber or write direct

Mfd. by the makers of LONGBOY Cotton Nets
CARSON TEXTILE CO., INC.
ONE PORTER ST. · PHILADELPHIA 48, PA.
Mfrs. of Laundry Nets and Textiles for over 25 Years

WHY USE "K-122"?
(A SOAP ADDITIVE)

Ask the good Laundrymen who have been using it through the years for—
IMPROVED QUALITY WORK!

THE LAUNDRY CHEMICALS CO.
Division of The Kinsley Chemical Co.
4538 West 130th St., Cleveland 11, Ohio

New PRESSES

New and Factory Rebuilt Presses of all makes and models. Guaranteed by "New Yorker." You can solve all your pressing problems by writing our New York Office.

NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY NEW YORK - 3

BOCK
EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

"PROFITABLE ALTERATIONS"

In response to repeated demands – 10 pertinent articles taken from different issues of the NATIONAL CLEANER & DYER have been prepared and reproduced in booklet form.

These articles contain the necessary step-by-step information (with accompanying photographs) to aid your repair department to more "Profitable Alterations."

PRICE ONLY 50¢

NATIONAL CLEANER & DYER
304 East 45th St. New York 17, N. Y.

SYNDICATE
Advertising Service
WRITE FOR FREE SAMPLE

—if you advertise in newspapers you should see the

LAUNDRY AND CLEANERS MAT SERVICE

This service gives you mats of illustrations drawn by leading artists. Each issue is carefully merchandised to cover seasonal promotions, with well written copy and layouts.

Plenty of hand-lettered headings and borders, as well as small "spot" cuts and photos!

If you are ready to advertise for increased business, this service can be useful to you.

Executives may write today for free samples, on your company letterhead, and state your title.

(Because of the large cost of each sample, letters from individuals and postcard requests cannot be answered)

COMPANY .....

NAME .....

CITY .....

Mail to **VINCENT EDWARDS & CO.**
World's largest advertising service organization
342 Madison Avenue New York City

(Continued from page 93)

Emilio Fossa, proprietor of the Snow White Laundry in Beverly, Mass., died suddenly in Genoa, Italy, while visiting relatives in that country. He is survived by seven children, his wife, and two brothers.

Harvey L. Miller, 67, president of the American Laundry Machinery Company, Cincinnati, died on May 19. He had been ill for more than a year. He had been with American for 51 years, rising from an office boy to the presidency in 1946. He had worked in all phases of the company's operations, concentrating primarily on its sales activities.

He was active in the formation of the L.C.A.T.A. and was vice-president of that organization for many years. He was twice president of the Cincinnati Laundry Owners and Allied Trades Club.

Miller was vice-president and a member of the board of directors of the George Wiedmann Brewing Co., a director of the Cincinnati Gas & Electric Co., and prominent in Chamber of Commerce activities for a long period. He was vice-president and director of the Mercantile Exchange of Cincinnati, a trustee of the Cincinnati Better Business Bureau, a director of the Norwood, Ohio, Manufacturers Association, and a director of the Campbell County (Ky.) Protestant Orphans' Home.

He was actively identified with many leading social and civic groups in Cincinnati, as he was vice-president and a member of the board of governors of the Queen City Club and belonged to the Cincinnati Country Club, Commercial Club, Optimists Club, and Gyro Club. He was also a member of the American branch of the Newcomen Society of England.

He is survived by two daughters, two brothers, and two grandsons.

HARVEY L. MILLER

J. W. KINNEY

J. Warren Kinney, purchasing agent of The American Laundry Machinery Co., with which he had been associated for more than half a century, died on May 9 in Cincinnati, Ohio, after a short illness. A member of the firm's "Half Century Service Club" since July, 1948, he had served as purchasing agent for over 35 years.

A native of Mentor, Ky., Mr. Kinney started his business career in Cincinnati with the former F. M. Watkins Co., which was one of several companies merged to form the present American Laundry Machinery Co. He was a past president of the Cincinnati Purchasing Agents Association, and was a leader in local charitable and religious circles.

He is survived by his widow, three sons, a brother, and a grandchild.

George S. Wigfall, 66, senior sales representative for the Morris & Eckels Co., Baltimore, Maryland, division of Carman & Co., Inc. of New York, died on April 20 at his home at Towson, Maryland. A native of Charleston, South Carolina, he entered the service of Morris & Eckels in 1912, and during his long association with the industry he earned an enviable reputation as one of the most widely known and best liked salesmen in his territory.

Mr. Wigfall is survived by his widow, a son, and a daughter.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—$2.00 (new or repeat).
Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge $1.00 (new or repeat). Capitals or bold face type—double these rates.
Ads must be in our hands by the first of the month. Payment should accompany all orders.
Add cost of 5 words if answers are to come to a box number to be forwarded by us.
Extra white space between lines doubles charges indicated.

Mail your box number replies to The STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and **DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel REpublic 9-3016. 4646-2

DRYCLEANING PLANT WITH LAUNDRY AND LINEN SUPPLY, middle west county seat town. Volume $125,000—60% drycleaning. Established 25 years—quality reputation—good prices—modern equipment. $25,000 down, will pay for itself in less than three years. Reply Box 8051, **STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY IN DETROIT, MICHIGAN. WELL ESTABLISHED NAME. SALES in 1949 over $250,000. Over $60,000 in new equipment since 1948. **REASONABLY PRICED WITH TERMS ARRANGED TO SUIT. ADDRESS:** Box 8052, **STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE: SMALL DRYCLEANING PLANT. ALSO LAUNDRY EQUIPMENT, IN MASSACHUSETTS. May be purchased or leased. **ADDRESS:** Box 8066, **STARCHROOM LAUNDRY JOURNAL.** -2

WASHINGTON, D. C. Well-established laundry, drycleaning and storage business. Very profitable, volume about $500,000. Reason for selling, retirement. **ADDRESS:** Box 8067, **STARCHROOM LAUNDRY JOURNAL.** -2

Laundry and drycleaning plant, large city in Southern New England, established over half century, modern equipment, new trucks, volume $90,000. Owner wishes to retire. **ADDRESS:** Box 8091, **STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE: Power laundry doing gross annual volume $160,000, showing net profit $500 weekly. Located **NORTHERN NEW JERSEY.** Asking $65,000. **ADDRESS:** Box 8092, **STARCHROOM LAUNDRY JOURNAL.** -2

Profitable Connecticut laundry and cleaning plant. Only laundry in city. Weekly volume $1,800 and increasing. Price $70,000, including land and building. Will sell all or part interest. **ADDRESS:** Box 8099, **STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE BECAUSE OF ILL HEALTH: Very Modern drycleaning and small laundry plant located on main highway, North Shore of Long Island, N. Y. Fifteen years established routes and drop trade. **ADDRESS:** Box 9021, **STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS. RICHARD J. MULLER** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4324-1

ATTENTION BANKS OR RECEIVERSHIP TRUSTEES. A capable laundry executive is interested in buying a laundry and cleaning plant, preferably in the South or Southwest. If a bank somewhere has one for sale or there is one in receivership and the price is right, I have 27 years in back of me to prove that I can make it interesting for both of us. I am sober, reliable and can give you good character references. At present I am **VICE-PRESIDENT AND GENERAL MANAGER** of a drycleaning and laundry corporation doing a fine business, but I desire to own my plant. Mail all replies to Box 9010, **STARCHROOM LAUNDRY JOURNAL.** -1

A.I.L. graduate, age 33, presently employed as personnel and production manager in plant doing $70,000 annually, wishes to purchase small plant, financing of which can be handled with $10,000 cash. Would consider partnership in an agreeable arrangement. Prefer Pacific Coast or Mountain States. **ADDRESS:** Box 9013, **STARCHROOM LAUNDRY JOURNAL.** -1

Wanted to buy: Plant in range of $300,000 to $700,000 annual sales. Equipment and building must be in good condition. Correspondence kept confidential. **ADDRESS:** Box 9019, **STARCHROOM LAUNDRY JOURNAL.** -1

BUSINESS OPPORTUNITIES

$6,000 Will buy complete laundry plant doing Diaper Service. Commercial Equipment, **EXCELLENT OPPORTUNITY. ADDRESS:** Box 8097, **STARCHROOM LAUNDRY JOURNAL.** -11

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IN TROUBLE? Our chemical analysis of garments and laboratory reports places responsibility for damage, and saves you money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND.** 2506-25

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LAUNDRY LISTS, white and colored. Standard list 4¼x11, white bond paper, black ink, padded, 20,000 freight prepaid, $40. net. Ask for catalog **BRESLIN PRESS, INC.,** Finch Bldg., St. Paul 1, Minn. 7010-24

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Settle your claims by actual replacements of missing articles. Write for our price list and further details. **REED-STABIN, INC.,** Sixty-Second Street, Brooklyn 20, N. Y. 4906-33

MISCELLANEOUS

PADS, COVERS, FLANNELS for laundry and drycleaning presses. Write for price list. **FRANKLIN TEXTILE MILLS,** Dept. 5., Franklin Park, Mass. 8878-8

LIQUID OR POWDER BLUING. Standard Quality. Economical Prices. Free Sample. **ADDRESS:** Box 8061, **STARCHROOM LAUNDRY JOURNAL.** -8

YOU CAN BE A COST EXPERT—knowledge of costs is essential to **PROFITABLE PRICING.** Roland A. Brandt's **SCIENTIFIC SYSTEM OF COST ANALYSIS** now available to you. Based exclusively on actual number of pieces and pounds "processed" and expenses incurred in processing, not on arbitrary "percentage" relationship. Any laundry superintendent, bookkeeper, or manager can make a cost analysis of his own plant. Every single step in analyzing costs "blueprinted" and illustrated by an actual example. All necessary blank forms on which you enter your own data and calculations included and full "notes" explain each step. Complete cost analysis will indicate processing cost of each item, from a pound of damp wash or fluff dry to a shirt, handkerchief, or pair of socks in each department, and in terms of every item of cost from direct productive labor and supplies to capital and administrative overhead. **MOST IMPORTANT, A COST ANALYSIS WILL ENABLE YOU TO FORMULATE A SOUND PRICE STRUCTURE.** Satisfaction guaranteed or your payment refunded, if book is returned within five days. Send $15 for your copy of this profit-making book today, to Roland A. Brandt, 1211 N. La Salle St., Chicago 10, Illinois. 9010-8

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ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. Hubbard Cleaning School, Silver Spring, Maryland. 8815-15

SALESMEN WANTED

Salesmen or routemen with following or contacts for **LEADING HOUSEHOLD DRYCLEANING FIRM.** Specializing in the cleaning of draperies, upholstered furniture, rugs, carpets on premises, lampshades, flameproofing and leather furniture. Salary and commission. Open for all good propositions. **ADDRESS:** Box 7077, **STARCHROOM LAUNDRY JOURNAL.** -16

HELP WANTED

Capable assistant to production manager for laundry in Washington, D. C., employing over 300 production employees. Must be a hard worker. Permanent position with ample opportunity for advancement. State full particulars re previous jobs, age, references and education. Replies held confidential. **ADDRESS:** Box 8058, **STARCHROOM LAUNDRY JOURNAL.** -7

LAUNDRY SUPERINTENDENT for a plant in the Middle West doing a strictly retail business in excess of $5,000 weekly. Must produce quality work, be willing to accept responsibility and train help including setting up wage incentives. Give names of previous employers and furnish references from allied trades. Give full particulars in letter, also salary expected. **ADDRESS:** Box 8099, **STARCHROOM LAUNDRY JOURNAL.** -7

Laundry production manager with executive ability for established modern aggressive laundry and drycleaning plant employing 100 personnel, situated Western New York, permanent position. Please write in strict confidence age, education, experience, starting salary expected and other detailed qualifications, in first letter. The length of experience in the laundry business need not be the deciding factor, but rather the calibre and integrity of the man. **ADDRESS:** Box 8095, **STARCHROOM LAUNDRY JOURNAL.** -7

Experienced man to take charge of laundry and drycleaning production departments. Annual volume $90,000. Salary $75 week. Plant located 25 miles from Hartford, Conn. **ADDRESS:** Box 8096, **STARCHROOM LAUNDRY JOURNAL.** -7

PRESSING ROOM FOREMAN. Also take charge of Drycleaning Dept. Dress. Manufacturing. Write: Box 9003, **STARCHROOM LAUNDRY JOURNAL.** -7

LAUNDRY PRODUCTION MANAGER for one of the Middlewest's outstanding Drive-In Laundries and Drycleaners. Established 12 years, doing approximately $5,000 per week. All drive-in business, no wholesale, no routes. New stream-lined, modern day light plant all on one floor. This is not a desk job, you must be mechanically inclined and capable personally of training help in all departments. Excellent salary and secured future for man who can qualify. Excellent business and character references required from previous laundry owners. In replying, give complete history of your laundry experience, names of previous employers, age, marital status, etc. State salary willing to work for, for first 6 weeks until ability is proven. DeLuxe Laundry & Dry Cleaning Company, Inc., Corner 39th & Baltimore, Kansas city Mo. 9011-7

PRODUCTION MANAGER—$125 per week to start with quick advancement. Fully experienced in all phases, quality and production operations. Only top notchers need apply. State full details in first letter, that will enable you to secure this unusual opportunity or no attention will be paid. **ADDRESS:** Box 9012, **STARCHROOM LAUNDRY JOURNAL.** -7

Laundry manager—capable of completely operating a linen supply plant of about 100 employees. A wonderful opportunity for a man who knows his stuff and can produce. Contact Mr. R. Brookstone at the American Linen Service Co., 344 Pionnigo Ave., Memphis, Tenn. 9017-7

SITUATIONS WANTED

ACCOUNTING SERVICES, ADVISORS AND CONSULTANTS TO LAUNDRIES AND DRYCLEANERS SINCE 1919. SAMUEL NEWBERGER & CO., 197 Highland Place, Brooklyn, N. Y. Applegate 7-3928. 8039-5

Top-notch laundry specialist with 25 years of various, practical experience in all phases of laundry operations wishes position as manager with reliable, modern plant located within the New York City area. Sober and fully efficient. A-1 references. **ADDRESS:** Box 8043, **STARCHROOM LAUNDRY JOURNAL.** -5

LAUNDRY—DRYCLEANING MANAGER—SUPERINTENDENT. A.I.L. and N.I.C.D. graduate, 19 years experience. Married, reliable, age 36. Prefer New Jersey or vicinity. Employed but possibilities limited. Seek better opportunity. **ADDRESS:** Box 9005, **STARCHROOM LAUNDRY JOURNAL.** -5

Laundry-Drycleaning manager, 25 years' practical experience all branches—retail, wholesale and institutional. Progressive executive with successful background of production sales and business engineering—personnel training—labor relations. Competent accountant, cost analyst and reorganizer. College education. Relocation to drier climate advisable for family. Modest investment considered. Excellent opportunity for sick or retiring owner to secure a good man. **ADDRESS:** Box 9020, **STARCHROOM LAUNDRY JOURNAL.** -5

EXPERIENCED LAUNDRY SUPERVISOR with proven ability seeks permanent connection with broad outlook. Always produced excellent results. Intelligent, sober and dependable. First-class references. **ADDRESS:** Box 9022, **STARCHROOM LAUNDRY JOURNAL.** -5

Salesmanager familiar with all phases of business and drycleaning. Handles own advertising and tie ups. Interested in position or partnership (small investment). Twenty years' experience. **ADDRESS:** Box 8030, **STARCHROOM LAUNDRY JOURNAL.** -5

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 9027-27

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CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO.,** 34 Pleasant Street, Watertown, Mass. 3240-38

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GEARS AND PARTS on hand for practically all makes of washers, ironers, tumblers and extractors. Prompt delivery of replacement wooden shells and cylinders, which we have been manufacturing for over 25 years. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., BROOKLYN 6, N. Y.** 5002-57

POWER PLANT EQUIPMENT FOR SALE

1—Nordberg Uniflow Engine, 14x20", direct connected G.E. Generator, 125 KW, 240/3/60, with switchboard and voltage regulator. Excellent running condition. **CHARLES V. FISH,** 501 Commonwealth Bldg., Allentown, Pennsylvania. 8098-36

SACRIFICE two $8000 completely automatic 15 h.p. Orr & Sembower oil-fired Scotch-Marine-type package-unit boilers with return systems. Used about a year, $600 each. Two 180 gal. steam coil hot-water heaters, $75 each. R. Pearce, 1454 S. 10th St., Terre Haute, Indiana. 9016-36

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ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock. Terms. Baelu Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor READY FOR INSPECTION AND DELIVERY. Complete plants installed. IMPERIAL LAUNDRY MACHINERY CO., 845 Huron St., Brooklyn 22, N. Y. 4400-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 4651-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

30" EXTRA DEEP AMERICAN or **TROY EXTRACTORS,** with **NEW** electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., BROOKLYN 6, N. Y.** 4753-4

40" TROY and **TOLHURST,** direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., BROOKLYN 6, N. Y.** 4755-4

48" VIERSEN HIGH SPEED and **48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS.** Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 305 Ten Eyck St., Brooklyn 6, N. Y. 4855-4

8—48x84" AMERICAN MASTER CASCADE MONEL WASHERS, 6 compartment, 6 door Y type cylinders. **CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 4952-4

COLLAR FINISHING UNIT, consisting of **AMERICAN ZARMO** Press, Seam Dampener, Shaper and Edger. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., BROOKLYN 6, N. Y.** 5004-4

AMERICAN direct motor driven and belt driven **48" HUMATIC EXTRACTORS. CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 6184-4

6 AMERICAN 10 and **20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** Brooklyn 6, N. Y. 6292-4

2 SETS PROSPERITY SUPER SPEEDSTER DUCK COAT PRESSES, with new heads. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** Brooklyn 6, N. Y. 6410-4

TROY and **AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 6418-4

METAL CYLINDERS—TO REPLACE WOOD OR METAL, in any size or type of laundry or drycleaning washer. Made of Monel, stainless steel or black metal. Increase capacity, efficiency. Write for prices, giving size, number of partitions and doors, use of washer. **PROBST BROTHERS,** 1221 Wade St., Indianapolis 3, Indiana. 7096-4

MACHINERY FOR SALE (Cont'd)

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. **CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 6661-4

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30x120" and 36x120" **WILLEY ROYAL CALENDER FLATWORK IRONERS.** Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 6767-4

PONY WASHERS—MOTOR DRIVEN 25 lbs. dry weight capacity, $410 35 lbs. d.w. cap. $425—50 lbs. d.w. cap. $435—75 lbs. d.w cap. $445—**ALL PRICES FOB TROY, N. Y.—MANUFACTURED BY ROBERT EWING & SONS, INC., TROY, N. Y.** 6787-4

6 ROLL 120" AMERICAN and TROY IRONERS. REBUILT. IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 6799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX, 15" and 17" BOCK, 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 6844-4

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AMERICAN 48x120" CYLINDER FLATWORK IRONER (3125 type) with **6 PADDED PRESSURE ROLLS. IN EXCELLENT CONDITION. DOES QUALITY WORK. HIGH CAPACITY MACHINE AT LOW INVESTMENT VALUE. CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 6867-4

AMERICAN and TROY 24" and 30" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 6868-4

Five 42x84" **AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS** with 2 compartment, 2 door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 6910-4

AMERICAN 4 ROLL 108" and 110" STANDARD FLATWORK IRONERS, MOTOR DRIVEN, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 6913-4

14x108" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 6914-4

40" ZEPHYR and 42" AMERICAN OPEN TOP EXTRACTORS WITH MONEL BASKETS, MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 6916-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 6985-4

44x84" AMERICAN MASTER CASCADE 3 POCKET MONEL WASHER, 30x48" and 36x54" ONE POCKET ONE DOOR MONEL WASHERS. ALL MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 6984-4

42x96" TROY PREMIER DOUBLE END DRIVEN 2 POCKET, 2 DOOR MONEL WASHER. TROY MERCURY 48" HIGH SPEED EXTRACTOR. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 7027-4

108" RETURN FEED 2 ROLL AMERICAN and COLUMBIA FLATWORK IRONERS, MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 7029-4

AVAILABLE NOW IN YOUR LOCALITY. Bargains in good, used equipment. **MARTIN EQUIPMENT CORPORATION,** 789-C Hertel Avenue, Buffalo, New York. 7044-4

UNIPRESS 2, 3 and 4 GIRL ALL FINISHED SHIRT UNITS. IN OPERATION FOR LESS THAN 1½ YEARS. LATEST MODELS. GUARANTEED NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 8036-4

42x72" TROY PREMIER MONEL METAL 2 COMPARTMENT 2 DOOR MOTOR DRIVEN WASHERS. 7½ H.P. QUINCY and 10 H.P. INGERSOLL RAND TWIN CYLINDER COMPRESSORS. IN EXCELLENT CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 8037-4

Four American Tumblers, 34x30". Steam pressure 125 lb., 3 phase, 220-440 volts, all ⅔ HP motors, includes steam traps and lint boxes, practically new. Will sell for $300 each. Also 25 HP Cass Boiler, firebox type with controls and pump, $1,000. 1,000-gallon water tank with copper tubes $200. 20" Extractor with motor $250. All items F.O.B. Tidy Di-Dee Service, 44 High St., Oshkosh, Wisconsin. 8060-4

FIVE DRY TUMBLERS—AMERICAN LAUNDRY MACHINES—6 pocket, 40x90", with 2 motors, 3 and 5 HP, excellent condition—$1,800 each. **M & J HIRSCH COMPANY,** 342 Fifth Street, San Francisco 7, California. 8070-4

HUERSCH 25" AUTOMATIC HANDKERCHIEF IRONER and FLUFFER; HUERSCH 36x16" TWO COIL TUMBLER. BOTH MACHINES USED FOR SHORT TIME AND ARE IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 8073-4

PROSPERITY 2 GIRL SHIRTUNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 8074-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 8075-4

4—HOFFMAN DUAL COIL OPEN END TUMBLERS. MOTOR DRIVEN. IN VERY GOOD CONDITION, $810 EACH. ADDRESS: Box 8076, **STARCHROOM LAUNDRY JOURNAL.** -4

AMERICAN 3 ROLL IRONER, HAVING 3 - 14" PADDED ROLLS AND INVERTED CHEST, RIBBON FEED, AUTOMATIC FINGER STOP. NOW IN OPERATION. CAN BE CHANGED FOR RETURN FEED. SPRINGDALE LAUNDRY, Springdale, Conn. 8077-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUERSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 8078-4

NEW AND RE-MANUFACTURED MACHINERY—late models, attractive prices, **GUARANTEED** Washers, Extractors, Presses, Ironers, Tumblers and miscellaneous machines. Home of the Willey Royal Calender. 400 items to select from. Write for particulars. **KEYSTONE LAUNDRY MACHINERY COMPANY,** Columbia, Pa. 8079-4

250 Double Arm Key Tag Sets—A4 Style. Numbers 1 thru 50 and 101 thru 300; $2 each set. F.O.B. Cincinnati. **ADDRESS:** Box 8093, **STARCHROOM LAUNDRY JOURNAL.** -4

2 National Wet Assembly Conveyor Circuits for use with A-4 Double Key Tag Arms. U Design measuring 15'4" long and 8'7" wide on the inside, 110 trolleys each. Excellent condition $850 each. F.O.B. Cincinnati. **ADDRESS:** Box 8094, **STARCHROOM LAUNDRY JOURNAL.** -4

44x120" American Master Cascade Washer, 4 compartments, 4 doors, direct motor drive. Can be seen in operation. Priced low for quick sale. **ADDRESS:** Box 9000, **STARCHROOM LAUNDRY JOURNAL.** -4

IMPERIAL Laundry Machinery Co., 945 Huron St., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

44x94" 4 COMPARTMENT 4 DOOR FULLMAN WASHER, belt driven, in excellent condition. Now in operation. Royal Laundry, Windsor, Conn. 9002-4

BOCK EXTRACTOR. Type 10X. New. First check for $165 takes it. The Worth Co., Stevens Point, Wisconsin. 9004-4

Washer—Ellis, 42x84", 2-compartment, 2-door, Monel cylinder, wood shell, belt drive, rebuilt. **ADDRESS:** Box 9006, **STARCHROOM LAUNDRY JOURNAL.** -4

EXTRACTOR 36" American square base, motor drive, rebuilt. **ADDRESS:** Box 9007, **STARCHROOM LAUNDRY JOURNAL.** -4

WASHER-HENRICI 42x108", 3-compartment, 3-door, stainless steel, motor drive, rebuilt. **ADDRESS:** Box 9008, **STARCHROOM LAUNDRY JOURNAL.** -4

Drycleaning unit, synthetic **NEW PERK** 40-model B with still, like new. Immediate delivery. **ADDRESS:** Box 9009, **STARCHROOM LAUNDRY JOURNAL.** -4

AMERICAN TILTOP 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9014-4

One Prosperity Power Circle Double Lay, Double Sleeve Press, late model—$450. Also—one Huebsch Double Sleeve Form, newly plated—$25. The Peerless Laundry Co., 1443 East 120th St., Cleveland 6, Ohio. 9015-4

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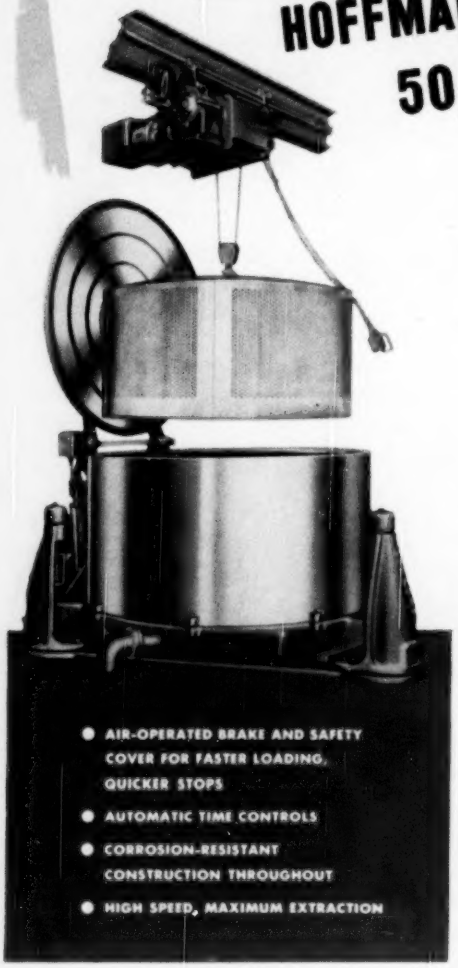

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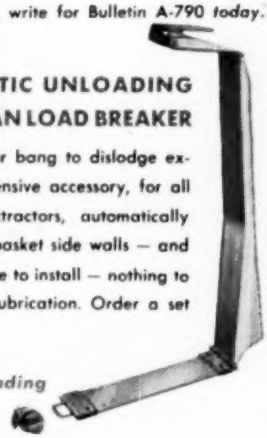

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